

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN					
	#STNS	CVG%	TYPE	T/C					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11	
EVENING CONT'D																													
FALCON CREST					A	15.1	28	1338	1619	356	274	101	964	267	481	485	419	414	439	126	217	241	197	184	61	25^	155	119	
FRI	10.00P	60	CBS	1	B	15.1	28	1338	1619	356	274	101	964	267	481	485	419	414	439	126	217	241	197	184	61	25^	155	119	
	209	99	GD	1	C	15.1	28	1338	1619	356	274	101	964	267	481	485	419	414	439	126	217	241	197	184	61	25^	155	119	
	10.00 - 10.30				A	15.5	28	1373	1629	351	267	107	960	268	479	484	414	411	448	128	224	249	203	185	60	27^	161	122	
	10.30 - 11.00				A	14.7	28	1302	1609	360	282	95	967	266	483	487	425	418	430	124	210	233	190	182	62	23^	148	115	
FAMILY TIES					A	20.9	32	1852	1999	400	359	100	837	416	627	524	325	151	601	286	448	373	253	115	243	123	319	208	
SUN	8.00P	30	NBC	4	B	24.1	38	2133	1933	397	350	100	793	374	582	493	324	161	624	301	472	397	270	105	219	120	297	199	
	209	99	CS	4	C	24.1	38	2133	1933	397	350	100	793	374	582	493	324	161	624	301	472	397	270	105	219	120	297	199	
FRANK'S PLACE					A	12.2	19	1081	1453	318	236	61	840	218	364	384	347	414	511	171	288	275	214	203	26^	17^	75	50^	
MON	8.00P	30	CBS	1	B	12.2	19	1081	1453	318	236	61	840	218	364	384	347	414	511	171	288	275	214	203	26^	17^	75	50^	
	210	99	CS	1	C	12.2	19	1081	1453	318	236	61	840	218	364	384	347	414	511	171	288	275	214	203	26^	17^	75	50^	
FULL HOUSE					A	9.4	18	833	1657	280	215	73^	784	263	427	444	364	266	475	188	303	285	231	121	100	68^	298	166	
FRI	8.00P	30	ABC	2	B	9.4	18	828	1674	280	222	92	749	275	452	433	333	232	509	221	351	316	230	115	121	77	295	172	
	195	94	CS	2	C	9.4	18	828	1674	280	222	92	749	275	452	433	333	232	509	221	351	316	230	115	121	77	295	172	
GOLDEN GIRLS					A	24.3	43	2153	1748	330	248	68	918	241	448	420	385	414	495	159	279	269	219	198	152	102	183	138	
SAT	9.00P	30	NBC	3	B	23.2	41	2053	1669	304	230	64	890	238	409	378	363	426	442	124	233	229	201	186	135	93	202	147	
	211	99	CS	3	C	23.2	41	2053	1669	304	230	64	890	238	409	378	363	426	442	124	233	229	201	186	135	93	202	147	
GROWING PAINS					A	26.5	41	2348	1782	378	335	118	726	361	541	452	267	152	496	275	404	343	187	67	241	139	318	213	
TUE	8.30P	30	ABC	2	B	24.9	38	2202	1827	376	336	104	747	382	567	471	278	145	496	272	406	335	186	69	261	145	322	225	
	220	99	CS	2	C	24.9	38	2202	1827	376	336	104	747	382	567	471	278	145	496	272	406	335	186	69	261	145	322	225	
HEAD OF THE CLASS					A	17.1	28	1515	1626	312	246	92	724	299	453	409	294	219	425	211	314	268	166	91	185	109	291	160	
WED	8.30P	30	ABC	2	B	17.3	28	1528	1691	340	281	98	733	347	499	425	268	189	461	247	362	299	175	72	214	109	283	165	
	215	99	CS	2	C	17.3	28	1528	1691	340	281	98	733	347	499	425	268	189	461	247	362	299	175	72	214	109	283	165	
HIGHWAY TO HEAVEN					A	13.5	23	1196	1777	309	223	66	857	189	394	414	443	391	536	156	287	270	284	212	166	78	219	134	
WED	8.00P	60	NBC	3	B	15.3	26	1356	1752	281	211	86	847	209	404	401	402	380	483	145	252	247	239	201	171	83	250	158	
	206	99	GD	3	C	15.3	26	1356	1752	281	211	86	847	209	404	401	402	380	483	145	252	247	239	201	171	83	250	158	
	8.00 - 8.30				A	12.9	22	1143	1752	296	213	64	867	178	389	408	453	410	521	142	266	250	280	219	153	76	211	127	
	8.30 - 9.00				A	14.0	23	1240	1813	324	234	67	853	200	402	423	437	377	553	170	308	291	289	206	179	80	228	142	
HOOPERMAN					A	17.4	28	1542	1613	284	215	83	757	272	428	411	334	276	513	202	325	272	216	171	165	91	177	108	
WED	9.00P	30	ABC	2	B	19.5	31	1723	1704	325	267	90	799	305	500	463	362	244	548	234	378	325	239	144	156	73	201	127	
	216	99	OP	2	C	19.5	31	1723	1704	325	267	90	799	305	500	463	362	244	548	234	378	325	239	144	156	73	201	127	
HOTEL					A	9.6	19	851	1464	344	262	86	849	257	460	469	394	335	416	133	230	224	204	165	94	57^	106	67^	
SAT	10.00P	60	ABC	1	B	9.6	19	851	1464	344	262	86	849	257	460	469	394	335	416	133	230	224	204	165	94	57^	106	67^	
	210	99	GD	1	C	9.6	19	851	1464	344	262	86	849	257	460	469	394	335	416	133	230	224	204	165	94	57^	106	67^	
	10.00 - 10.30				A	9.3	18	824	1472	338	261	90	848	242	466	466	405	338	427	139	241	234	214	165	87	50^	110	72^	
	10.30 - 11.00				A	9.9	20	877	1457	350	263	81	849	271	455	473	383	333	406	128	219	214	195	165	100	64^	102	62^	
HUNTER					A	17.0	34	1506	1830	328	261	76	854	248	504	470	435	283	654	197	390	377	348	226	155	91	167	113	
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
							AVG. AUD. %	SH %	AVG. 0.000	TOTAL WORKING LOH				W O M E N					M E N					TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
										PERS (2+)	WOMEN 18+	LOH 49	18-49 W/CH <3	18-	18-	25-	35-	TOTAL	34	49	54	64	55+					TOTAL	34	49	54	64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

70 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEEN S		CHILDREN	
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD.	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN 18+	LOH 18-49 W/CH <3	WOMEN					MEN					TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11							
														18-	18-	25-	35-	18-	18-	25-	35-												
														TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
LEG WORK-CONT'D																																	
9.30 - 10.00										A	6.6	12	585	1655	303	249	93^	740	241	406	398	319	266	654	226	391	384	311	206	63^	28v	198	88^
MACGYVER										A	12.3	19	1090	1722	309	250	58^	747	198	425	379	399	288	638	217	383	372	324	186	130	68	207	113
MON 8.00P 60 ABC										B	12.1	19	1068	1687	281	223	62	743	192	392	368	396	302	653	226	400	372	322	197	126	69	166	90
206 96 A										C	12.1	19	1068	1687	281	223	62	743	192	392	368	396	302	653	226	400	372	322	197	126	69	166	90
8.00 - 8.30										A	11.4	18	1010	1687	309	249	64	767	191	432	389	419	306	622	200	360	363	325	189	106	58^	192	96
8.30 - 9.00										A	13.3	20	1178	1739	307	248	52^	724	202	415	368	380	270	647	230	400	377	320	182	150	76	218	127
MAGNUM, P.I.(R)										A	14.9	24	1320	1663	299	223	101	810	245	444	430	383	324	624	198	346	325	319	236	107	61	123	78
WED 9.00P 60 CBS										B	13.0	22	1149	1616	323	247	91	813	228	449	445	420	311	600	182	351	337	312	211	86	42	117	79
208 99 PD										C	13.0	22	1149	1616	323	247	91	813	228	449	445	420	311	600	182	351	337	312	211	86	42	117	79
9.00 - 9.30										A	14.1	22	1249	1670	290	218	94	807	233	441	431	383	326	615	188	335	324	318	235	111	58	137	87
9.30 - 10.00										A	15.7	25	1391	1657	308	227	107	812	256	447	430	384	321	632	206	356	326	320	238	103	63	109	70
MARRIED...WITH CHILDREN										A	2.7	4	239	1655	415	354	59v	731	339	533	437	265^	169^	597	328	551	458	249^	37v	221^	115^	105^	96^
SUN 8.00P 30 FOX										B	3.4	5	298	1750	351	289	32v	641	319	478	423	261	114^	726	359	615	533	338	77^	167	101^	217	150^
115 86 CS										C	3.4	5	298	1750	351	289	32v	641	319	478	423	261	114^	726	359	615	533	338	77^	167	101^	217	150^
MARRIED-WITH CHILDREN SP.(S,R)										A	3.1	5	275	1773	399	311	43v	646	338	454	414	234	119^	740	466	678	463	244	44v	167^	89^	219^	176^
SUN 8.30P 30 FOX																																	
116 86 CS																																	
MATLOCK										A	15.9	25	1409	1540	252	163	46	862	128	283	320	438	517	568	132	241	226	249	303	52	25^	58	25^
TUE 8.00P 60 NBC										B	16.6	26	1474	1599	246	160	56	866	138	292	333	429	500	599	132	260	253	290	303	59	26^	76	29^
201 98 GD										C	16.6	26	1474	1599	246	160	56	866	138	292	333	429	500	599	132	260	253	290	303	59	26^	76	29^
8.00 - 8.30										A	15.3	25	1356	1543	247	160	39^	853	129	269	304	422	524	571	138	250	232	249	301	55	23^	64	30^
8.30 - 9.00										A	16.5	25	1462	1538	257	166	53	870	127	296	335	452	510	565	127	233	221	249	305	50	26^	52	20^
MAX HEADROOM										A	6.3	11	558	1739	205	165	95^	611	254	367	336	244	194	609	320	449	377	218	125	242	113^	277	176
FRI 9.00P 60 ABC										B	7.0	13	617	1661	252	205	125	666	290	462	420	296	156	593	262	446	390	281	104	162	78	239	144
205 99 A										C	7.0	13	617	1661	252	205	125	666	290	462	420	296	156	593	262	446	390	281	104	162	78	239	144
9.00 - 9.30										A	6.3	11	558	1791	237	200	93^	618	263	377	338	236	193	611	309	440	373	229	132	261	114	300	180
9.30 - 10.00										A	6.3	11	558	1688	172	131	98^	605	244	357	334	252	194	607	330	458	380	208	117	223	111^	253	172
MIAMI VICE										A	15.9	28	1409	1702	318	264	84	757	303	502	447	346	216	613	236	391	380	284	179	112	63	220	122
FRI 9.00P 60 NBC										B	16.1	29	1422	1716	311	256	80	753	301	494	447	343	218	634	254	421	405	294	170	125	63	205	104
210 99 OP										C	16.1	29	1422	1716	311	256	80	753	301	494	447	343	218	634	254	421	405	294	170	125	63	205	104
9.00 - 9.30										A	15.3	27	1356	1724	325	265	84	775	308	501	449	352	230	614	238	393	375	283	187	101	57	234	123
9.30 - 10.00										A	16.4	29	1453	1691	313	265	84	745	301	505	447	342	204	615	236	392	387	285	173	123	68	208	122
MR. PRESIDENT										A	2.2	3	195	1362	217^	153^	36v	536	254^	358	258^	229^	160^	757	407	535	323^	275^	209^	38v	38v	31v	31v
SUN 9.30P 30 FOX										B	2.4	4	213	1545	330	281	86^	662	358	487	429	234	142^	647	310	473	383	263	161^	123^	50v	113^	75^
115 86 CS										C	2.4	4	213	1545	330	281	86^	662	358	487	429	234	142^	647	310	473	383	263	161^	123^	50v	113^	75^
MOONLIGHTING										A	25.9	40	2295	1730	403	366	130	760	411	598	504	277	127	543	330	452	372	184	61	207	128	220	138
CONT'D																																	

A= CURRENT REPORT B= QUARTER AVERAGE C= SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.28-OCT.4,1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
								PERS (2+)	WOMEN 18+		LOH 49	18-49 W/CH <3	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH					W O M E N					M E N					T E E N S		CHILDREN		
						DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	18-49 W/CH <3	18- 18- 25- 35- TOTAL 34 49 54 64 55+					18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17
EVENING CONT'D																												
60 MINUTES-CONT'D																												
	211	99	DN	3	A	20.4	35	1807	1539	309	208	47	765	152	308	321	355	394	686	158	327	347	347	298	39	16^	49	28
	7.00 - 7.30				A	18.5	33	1639	1555	273	183	48	712	169	305	319	298	334	726	207	380	395	330	276	47	12^	70	38^
	7.30 - 8.00				A	19.6	33	1737	1577	312	209	55	761	174	320	337	336	358	732	195	368	396	351	290	29^	2^	56	35^
	8.00 - 8.30				A	22.0	34	1949	1636	350	241	59	848	165	355	366	400	425	692	175	330	358	327	296	42	15^	55	36
SLAP MAXWELL					A	14.8	24	1311	1597	306	248	84	794	277	479	452	366	271	552	238	371	301	229	160	117	60	134	80
WED	9.30P	30	ABC	2	B	16.5	27	1462	1682	329	279	90	810	291	514	480	387	246	574	242	405	353	262	141	127	59	170	104
	216	99	CS	2	C	16.5	27	1462	1682	329	279	90	810	291	514	480	387	246	574	242	405	353	262	141	127	59	170	104
SLEDGE HAMMER					A	7.9	13	700	1630	265	203	53^	699	218	327	319	289	314	594	216	332	270	227	234	88^	41^	249	163
THU	8.00P	30	ABC	3	B	8.0	13	706	1667	254	202	77	689	236	365	338	293	280	607	226	380	337	277	188	119	60	253	174
	208	98	CS	3	C	8.0	13	706	1667	254	202	77	689	236	365	338	293	280	607	226	380	337	277	188	119	60	253	174
SPENSER: FOR HIRE					A	10.6	16	939	1724	298	242	104	756	234	426	392	348	282	673	203	402	376	335	244	118	43^	178	92
SUN	8.00P	60	ABC	2	B	10.4	16	917	1755	297	242	97	737	230	438	406	362	256	676	222	428	396	337	216	116	45^	225	116
	211	99	PD	2	C	10.4	16	917	1755	297	242	97	737	230	438	406	362	256	676	222	428	396	337	216	116	45^	225	116
	8.00 - 8.30				A	9.5	15	842	1667	286	225	99	741	216	407	377	356	290	639	180	360	353	323	250	111	44^	176	94
	8.30 - 9.00				A	11.8	18	1045	1755	305	253	107	762	245	437	401	339	273	694	220	433	391	343	237	122	41^	177	89
SPORTSBREAK-SAT																												
SAT	9.58P	1	CBS	2	A	6.2	12	549	1700	372	324	71^	813	255	438	445	352	310	634	217	378	390	307	197	59^	23^	194	119
	207	99	SN	2	B	10.5	20	930	1672	266	192	56	776	166	342	399	378	351	690	188	364	396	374	255	68	26^	138	91
					C	10.5	20	930	1672	266	192	56	776	166	342	399	378	351	690	188	364	396	374	255	68	26^	138	91
SPORTSBREAK-SUN																												
SUN	10.28P	1	CBS	2	A	17.9	30	1586	1569	359	258	117	865	283	506	498	411	277	564	186	323	362	285	178	51	21^	89	63
	208	99	SN	2	B	15.3	25	1351	1588	350	245	91	855	223	454	471	432	320	596	161	311	330	313	234	56	26^	80	61
					C	15.3	25	1351	1588	350	245	91	855	223	454	471	432	320	596	161	311	330	313	234	56	26^	80	61
THIRTYSOMETHING																												
TUE	10.00P	60	ABC	1	A	16.7	30	1480	1615	399	351	162	813	437	634	553	305	137	507	288	426	349	186	64	132	87	164	98
	213	99	GD	1	B	16.7	30	1480	1615	399	351	162	813	437	634	553	305	137	507	288	426	349	186	64	132	87	164	98
	10.00 - 10.30				C	16.7	30	1480	1615	399	351	162	813	437	634	553	305	137	507	288	426	349	186	64	132	87	164	98
	10.30 - 11.00				A	18.1	32	1604	1636	396	350	158	800	426	623	545	306	137	510	292	431	355	190	62	154	100	172	106
					A	15.3	29	1356	1591	404	353	167	828	450	648	561	304	137	503	284	421	343	182	66	106	71	154	89
TONIGHT SHOW 25TH ANNIV.(S)																												
THU	9.30P	90	NBC		A	23.8	39	2109	1592	311	252	105	782	291	474	443	325	257	614	244	422	375	289	153	105	59	92	50
	202	99	GV																									
	9.30 - 10.00				A	24.5	39	2171	1605	338	279	116	810	331	504	460	312	257	566	235	388	342	259	140	110	67	119	68
	10.00 - 10.30				A	23.8	39	2109	1589	307	244	103	769	282	462	433	324	257	631	246	434	389	299	158	107	59	82	43
	10.30 - 11.00				A	23.0	39	2038	1588	288	234	96	767	259	456	439	340	258	651	252	449	399	312	163	97	49	73	37
TOUR OF DUTY																												
THU	8.00P	60	CBS	2	A	10.3	17	913	1532	186	138	58^	590	145	322	312	310	229	701	250	498	462	365	182	130	33^	111	71
	207	99	GD	2	B	10.5	17	926	1559	219	167	61	621	164	360	344	319	227	716	255	500	474	361	182	112	36^	110	61
	8.00 - 8.30				C	10.5	17	926	1559	219	167	61	621	164	360	344	319	227	716	255	500	474	361	182	112	36^	110	61
	CONT'D				A	9.8	16	868	1514	172	123	51^	573	128	293	283	299	244	690	243	473	435	343	198	132	33^	118	76

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.28-OCT.4,1987

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18- 18+ 49	W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									TOTAL		18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN				W O M E N						M E N						T E E N S						
											18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE																																	
ABC NEWS:NIGHTLINE										A	5.3	17	469	1512	230	179	165	72	735	189	355	335	383	340	79	651	192	346	315	369	329	24^	22^
M-WF 11.30P 31 ABC 5										B	5.3	17	469	1512	230	179	165	72	735	189	355	335	383	340	79	651	192	346	315	369	329	24^	22^
208 98 N 5										C	5.3	17	469	1512	230	179	165	72	735	189	355	335	383	340	79	651	192	346	315	369	329	24^	22^
THU 11.30P 30																																	
11.30 - 12.00										A	5.4	17	475	1505	229	178	165	72	731	188	353	333	382	339	79	648	191	344	313	368	328	24^	22^
12.00 - 12.30										A	4.0	15	354	1481	244	172	156	86^	748	206	364	339	385	327	85^	597	187	329	300	343	300	30^	17v
ABC NEWS:NIGHTLINE-THU										A	3.3	15	292	1415	176^	154^	151^	3v	682	136^	272	272	301	298	48v	651	203^	293	264	328	308	14v	<<
THU 12.00M 41 ABC 1										B	3.3	15	292	1415	176^	154^	151^	3v	682	136^	272	272	301	298	48v	651	203^	293	264	328	308	14v	<<
208 98 N 1										C	3.3	15	292	1415	176^	154^	151^	3v	682	136^	272	272	301	298	48v	651	203^	293	264	328	308	14v	<<
12.00 - 12.30										A	3.5	15	310	1424	169^	146^	145^	<<	682	122^	266	266	295	294	50v	661	197^	300	269	332	313	18v	<<
12.30 - 1.00										A	2.9	15	257	1315	191^	173^	162^	10v	646	175^	280	280	304	294	41v	588	213^	254	235^	298	276	<<	<<
ABC WEEKEND REPORT-SAT.										A	1.5	5	133	1333	240^	240^	240^	<<	724	100v	305^	305^	394^	394^	21v	550	97v	358^	341^	398^	398^	4v	6v
SAT 11.30P 15 ABC 1										B	1.5	5	133	1333	240^	240^	240^	<<	724	100v	305^	305^	394^	394^	21v	550	97v	358^	341^	398^	398^	4v	6v
137 75 N 1										C	1.5	5	133	1333	240^	240^	240^	<<	724	100v	305^	305^	394^	394^	21v	550	97v	358^	341^	398^	398^	4v	6v
ABC WEEKEND REPORT-SUN.										A	2.4	11	213	1544	230^	175^	222^	15v	747	146^	402	393	499	493	54v	634	215^	451	449	463	433	22v	62v
SUN 11.30P 15 ABC 1										B	2.4	11	213	1544	230^	175^	222^	15v	747	146^	402	393	499	493	54v	634	215^	451	449	463	433	22v	62v
										C	2.4	11	213	1544	230^	175^	222^	15v	747	146^	402	393	499	493	54v	634	215^	451	449	463	433	22v	62v
CBS LATE NIGHT I										A	4.2	18	374	1386	274	199	233	60^	776	198	396	382	463	425	42^	516	165	317	311	377	350	14v	12v
MON 11.30P 65 CBS 8										B	3.9	16	346	1387	257	198	219	87	761	205	399	375	443	401	54^	521	174	329	308	369	345	19v	28^
177 87 FF 8										C	3.9	16	346	1387	257	198	219	87	761	205	399	375	443	401	54^	521	174	329	308	369	345	19v	28^
TUE&WED 11.30P 66																																	
THU 12.00M 66										A	4.1	15	366	1360	260	176	219	42^	738	198	361	355	443	413	50^	545	182	337	332	405	368	8v	11v
11.30 - 12.00										A	4.2	19	370	1384	279	205	238	66^	777	198	398	381	456	419	43^	506	157	308	302	367	341	14v	15v
12.00 - 12.30										A	4.5	23	395	1440	286	221	242	81	831	205	449	429	512	459	32^	498	160	311	306	361	348	23^	8v
12.30 - 1.00										A	4.4	24	390	1467	308	242	262	59^	904	183	453	439	532	487	15v	454	134^	269	265	313	313	25v	<<
1.00 - 1.30																																	
CBS LATE NIGHT II										A	2.6	16	233	1469	331	265	290	82^	804	249	472	453	518	470	69^	543	251	398	376	431	394	10v	16v
MON 12.35A 54 CBS 10										B	2.5	15	219	1418	292	237	256	98^	761	240	437	410	475	433	89^	530	242	381	347	398	350	13v	31v
174 85 FF 10										C	2.5	15	219	1418	292	237	256	98^	761	240	437	410	475	433	89^	530	242	381	347	398	350	13v	31v
TUE 12.36A 47																																	
WED&THU 12.36A 44																																	
FRI 12.30A 53																																	
12.30 - 1.00										A	2.7	16	243	1464	328	266	292	76^	799	246	474	455	518	478	63^	532	245	393	375	427	392	12v	16v
1.00 - 1.30										A	2.6	18	226	1446	329	258	281	88^	794	248	460	442	507	452	74^	544	253	395	369	428	388	8v	16v
CBS NEWS NIGHTWATCH-1										A	1.0	11	86	1340	296^	224^	251^	64v	844	322^	497	452	512	493	42v	396	204^	280^	255^	280^	280^	17v	<<
MON-THU 2.00A 30 CBS 9										B	0.9	10	78	1227	219^	170^	188^	71v	745	261^	393	349^	410	392	66v	394	165^	250^	219^	232^	206^	9v	9v
55 53 N 9										C	0.9	10	78	1227	219^	170^	188^	71v	745	261^	393	349^	410	392	66v	394	165^	250^	219^	232^	206^	9v	9v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AUG. %	SH %	AUG. 0,000	TOTAL PERS (2+)	WORKING 18+ 18+		WOMEN 25- 49	W O M E N					M E N					T E E N S MALE FEM.											
												15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17								
LATE FRINGE CONT'D										A	0.5^	6^	44^	2128	423^	306^	306^	59^	1064^	371^	538^	479^	592^	592^	359^	883^	496^	667^	409^	413^	413^	181^	<<
CBS NEWS NIGHTWATCH-1(B) SUN 2.00A 30 CBS 37 40 N										A	1.1	15	94	1344	301^	201^	211^	34^	807	281^	446	427	482	467	43^	412	207^	280^	245^	248^	248^	19^	<<
CBS NEWS NIGHTWATCH-2 M-THSU 2.30A 30 CBS 67 65 N										B	1.0	13	84	1259	267^	196^	205^	50^	757	271^	404	385	446	428	48^	391	159^	262^	231^	233^	221^	13^	12^
CBS NEWS NIGHTWATCH-3 M-THSU 3.00A 180 CBS 99 80 N										C	1.0	13	84	1259	267^	196^	205^	50^	757	271^	404	385	446	428	48^	391	159^	262^	231^	233^	221^	13^	12^
3.00 - 3.30										A	0.9	19	80	1244	348^	192^	242^	42^	771	195^	337^	317^	402^	381^	42^	346^	152^	216^	200^	200^	174^	<<	<<
3.30 - 4.00										B	0.8	17	74	1179	327^	200^	245^	49^	729	199^	340^	326^	408	379^	44^	355^	123^	215^	202^	202^	172^	<<	<<
4.00 - 4.30										C	0.8	17	74	1179	327^	200^	245^	49^	729	199^	340^	326^	408	379^	44^	355^	123^	215^	202^	202^	172^	<<	<<
4.30 - 5.00										A	1.2	20	103	1269	334	200^	229^	73^	790	282^	410	380	478	435	40^	350	174^	254^	241^	241^	216^	<<	<<
5.00 - 5.30										A	1.0	21	90	1242	334^	192^	225^	52^	760	215^	353^	331^	412	381	40^	351^	158^	234^	220^	220^	195^	<<	<<
5.30 - 6.00										A	0.9	19	76	1230	339^	197^	235^	26^	756	171^	327^	314^	384^	371^	29^	339^	147^	204^	192^	192^	176^	<<	<<
										A	0.9	20	76	1213	363^	214^	273^	26^	766	158^	332^	319^	391^	379^	29^	334^	139^	200^	187^	187^	171^	<<	<<
										A	0.8	19	73	1149	321^	167^	232^	27^	705	130^	270^	256^	335^	322^	30^	325^	119^	173^	160^	160^	143^	<<	<<
										A	0.8	18	73	1140	347^	143^	224^	28^	716	143^	242^	214^	309^	309^	79^	319^	136^	174^	145^	145^	95^	<<	<<
CBS SUNDAY NEWS-OSGOOD										A	3.8	10	337	1424	281	216	226	60^	889	235	450	424	456	424	15^	483	103^	226	216	283	280	2^	<<
SUN 11.29P 15 CBS 113 60 N										B	3.4	9	297	1395	289	215	237	47^	833	173	391	367	427	404	20^	512	77^	223	206	258	256	8^	<<
11.00 - 11.30										C	3.4	9	297	1395	289	215	237	47^	833	173	391	367	427	404	20^	512	77^	223	206	258	256	8^	<<
11.30 - 12.00										A	4.6	11	408	1468	321	258	257	76^	885	257	478	452	477	439	30^	510	137^	266	252	306	291	<<	<<
										A	3.7	10	328	1437	281	215	226	59^	900	236	453	426	459	427	14^	486	101^	225	215	284	283	2^	<<
DAVID LETTERMAN I MON-FRI 12.30A 30 NBC 204 99 GV										A	3.8	20	338	1437	267	239	216	113	680	324	497	443	480	432	141	625	336	502	443	476	416	43^	39^
										B	3.8	20	338	1437	267	239	216	113	680	324	497	443	480	432	141	625	336	502	443	476	416	43^	39^
										C	3.8	20	338	1437	267	239	216	113	680	324	497	443	480	432	141	625	336	502	443	476	416	43^	39^
DAVID LETTERMAN II MON-FRI 1.00A 30 NBC 204 99 GV										A	3.1	21	271	1364	271	240	192	142	653	331	483	418	446	376	151	588	341	479	411	454	391	44^	31^
										B	3.1	21	271	1364	271	240	192	142	653	331	483	418	446	376	151	588	341	479	411	454	391	44^	31^
										C	3.1	21	271	1364	271	240	192	142	653	331	483	418	446	376	151	588	341	479	411	454	391	44^	31^
FRIDAY NIGHT VIDEOS FRI 1.30A 60 NBC 179 97 PC										A	2.5	18	222	1734	314	290	229^	227^	720	431	532	444	483	370	215^	674	393	489	395	465	432	161^	90^
										B	2.5	18	222	1734	314	290	229^	227^	720	431	532	444	483	370	215^	674	393	489	395	465	432	161^	90^
										C	2.5	18	222	1734	314	290	229^	227^	720	431	532	444	483	370	215^	674	393	489	395	465	432	161^	90^
										A	2.6	17	230	1706	310	287	223^	219^	712	394	515	422	467	366	238^	638	365	454	344	418	389	162^	97^
										A	2.4	20	213	1764	318	292^	236^	236^	730	472	552	468	501	375	190^	712	423	526	450	516	478	159^	83^
G MICHAELS SPORTS MACHINE SUN 11.30P 15 NBC 84 55 SC										A	1.6	7	142	1507	147^	120^	120^	43^	605	152^	340^	335^	340^	340^	172^	685	202^	401^	346^	387^	341^	72^	37^
										B	1.7	6	148	1476	189^	155^	168^	52^	529	155^	356	352	379	367	204^	798	316	547	482	574	473	38^	68^
										C	1.7	6	148	1476	189^	155^	168^	52^	529	155^	356	352	379	367	204^	798	316	547	482	574	473	38^	68^
LATE NIGHT AT 11:30PM(S) THU 11.30P 60 NBC 199 98 GV CONT'D										A	5.6	21	496	1487	319	266	277	90^	726	271	505	472	500	468	94^	598	259	463	431	461	430	65^	40^

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N					M E N					MALE FEM.											
									18-18+		25-49	25-54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34	18-49	21-49	21-54	25-54	12-17	12-17								
LATE FRINGE CONT'D																																		
LATE NIGHT AT 11:30PM(S)-CONT'D																																		
	11.30 - 12.00				A	6.7	22	594	1517	314	252	270	84^	715	241	463	438	470	446	100^	632	272	473	428	462	433	57^	59^						
	12.00 - 12.30				A	4.5	19	399	1443	327	288	288	99^	743	316	566	522	544	500	84^	547	241	450	436	459	424	78^	12^						
LATE SHOW-FOX																																		
MON-FRI	11.00P	60	FOX	25	A	1.6	4	138	1476	265	236^	202^	137^	653	309	470	432	476	417	146^	644	376	534	473	496	437	57^	54^						
	119	82	GV	25	B	1.6	4	142	1433	267	237	194	123^	613	307	434	398	444	387	165^	618	355	494	417	435	384	60^	48^						
	11.00 - 11.30				C	1.6	4	142	1433	267	237	194	123^	613	307	434	398	444	387	165^	618	355	494	417	435	384	60^	48^						
	11.30 - 12.00				A	1.8	4	163	1447	270	241	201^	136^	639	297	471	435	482	420	131^	621	354	517	467	491	434	53^	59^						
					A	1.3	4	113	1518	258^	228^	204^	139^	672	327	468	427	466	413	167^	676	409	557	482	502	440	64^	47^						
OLYMPIC DIARY-MON 1																																		
MON	11.55P	1	ABC	3	A	3.1	11	275	1702	221^	185^	140^	76^	688	230^	437	437	437	362	138^	838	300	510	396	462	438	44^	23^						
	196	96	SC	3	B	3.5	18	310	1404	226	203	174	88^	571	202	373	355	389	326	100^	741	330	511	460	520	477	25^	13^						
					C	3.5	18	310	1404	226	203	174	88^	571	202	373	355	389	326	100^	741	330	511	460	520	477	25^	13^						
OLYMPIC DIARY-TUE 1																																		
TUE	11.57P	1	ABC	2	A	5.2	19	461	1515	313	233	216	131^	817	233	418	375	471	405	112^	505	174	286	286	334	241	33^	34^						
	210	97	SC	2	B	4.8	17	425	1446	262	188	186	78^	772	202	345	315	386	350	68^	523	146	267	267	313	255	33^	19^						
					C	4.8	17	425	1446	262	188	186	78^	772	202	345	315	386	350	68^	523	146	267	267	313	255	33^	19^						
OLYMPIC DIARY-WED 1																																		
WED	11.55P	1	ABC	3	A	4.7	16	416	1401	240	169	184	72^	739	209	370	335	369	346	63^	544	141^	291	266	318	290	10^	27^						
					B	4.4	17	393	1337	226	170	168	97	684	203	360	319	357	327	46^	549	144	286	265	313	293	4^	31^						
OLYMPIC DIARY-THU 1																																		
THU	12.28A	1	ABC	3	A	3.1	15	275	1394	193^	176^	158^	18^	630	164^	279	279	296	279	57^	672	257	352	316	375	355	21^	<<						
	211	98	SC	3	B	3.9	16	348	1357	209	174	160	41^	682	145	345	334	373	353	62^	610	193	349	329	373	336	10^	16^						
					C	3.9	16	348	1357	209	174	160	41^	682	145	345	334	373	353	62^	610	193	349	329	373	336	10^	16^						
OLYMPIC DIARY-FRI 1																																		
FRI	11.55P	1	ABC	3	A	4.5	14	399	1561	180	102^	81^	66^	742	121^	220	206	257	205	55^	740	140^	280	253	308	292	42^	<<						
	201	97	SC	3	B	4.0	13	354	1457	232	144	157	40^	713	176	317	306	362	333	45^	619	134	306	291	348	329	29^	22^						
					C	4.0	13	354	1457	232	144	157	40^	713	176	317	306	362	333	45^	619	134	306	291	348	329	29^	22^						
SAT NIGHT'S MAIN EVENT 12(S)																																		
SAT	11.30P	90	NBC		A	9.7	30	859	1846	235	216	184	174	612	323	467	413	442	392	172	730	358	592	533	560	501	179	121						
	199	99	CV																															
	11.30 - 12.00				A	11.1	30	983	1820	253	226	197	168	650	323	470	418	449	401	120	694	326	549	509	538	497	145	121						
	12.00 - 12.30				A	9.8	30	868	1842	230	212	177	186	601	330	468	412	440	386	177	728	355	593	535	562	504	188	123						
	12.30 - 1.00				A	8.2	30	727	1886	216	207	175	167	575	314	461	409	434	387	235	783	406	650	566	587	502	214	120						
TONIGHT SHOW																																		
M-WF	11.30P	60	NBC	4	A	5.7	20	505	1410	290	252	233	91	724	268	454	425	462	414	81	566	221	387	371	412	367	27^	43^						
	202	99	GV	4	B	5.7	20	505	1410	290	252	233	91	724	268	454	425	462	414	81	566	221	387	371	412	367	27^	43^						
	11.30 - 12.00				C	5.7	20	505	1410	290	252	233	91	724	268	454	425	462	414	81	566	221	387	371	412	367	27^	43^						
	12.00 - 12.30				A	6.3	20	554	1431	288	248	236	81	711	255	444	421	460	414	88	588	228	402	383	420	377	36^	38^						
					A	5.2	21	461	1371	290	254	227	102	732	280	461	425	460	410	71	535	209	365	353	398	352	16^	48^						
TOP OF THE POPS																																		
FRI	11.30P	60	CBS	2	A	2.4	8	213	1487	337	275^	298^	192^	762	350	572	535	573	470	145^	511	310	449	379	406	341	11^	69^						
	163	83	GV	2	B	2.3	8	204	1519	314	238	251	157^	704	265	476	447	494	420	128^	544	297	455	390	421	366	36^	76^						
					C	2.3	8	204	1519	314	238	251	157^	704	265	476	447	494	420	128^	544	297	455	390	421	366	36^	76^						
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S			
									PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-			
#STNS	CVG%	TYPE						(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																												
TOP OF THE POPS-CONT'D																												
11.30 - 12.00					A	2.5	8	222	1437	327	254^	278^	193^	744	332	540	498	546	445	109^	488	248^	393	361	408	338	7v	79v
12.00 - 12.30					A	2.2	8	195	1611	363	311^	335	200^	817	387	634	600	629	520	194^	560	395	533	417	421	359	15v	61v

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
						AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N					M E N					T E E N S		C H I L D R E N							
									18-49	WOMEN		18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	12- 12-	2- 2- 6-															
									W/CH	18-					TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11
MON-FRI EARLY MORNING																															
ABC WORLD NEWS-MORN-615A					A	1.4	16	120	52v	340	292	627	111^	430	431	471	175^	497	151^	324	327	315	124^	9v	44v	33v	33v	13v			
MON-FRI 6.15A 15 ABC 5					B	1.4	16	120	52v	340	292	627	111^	430	431	471	175^	497	151^	324	327	315	124^	9v	44v	33v	33v	13v			
145 83 N 5					C	1.4	16	120	52v	340	292	627	111^	430	431	471	175^	497	151^	324	327	315	124^	9v	44v	33v	33v	13v			
ABC WORLD NEWS-MORN-645A					A	2.1	16	190	64^	347	265	621	136^	426	464	415	141^	519	174^	298	304	281	184	6v	60^	19v	20v	26v			
MON-FRI 6.45A 15 ABC 5					B	2.1	16	190	64^	347	265	621	136^	426	464	415	141^	519	174^	298	304	281	184	6v	60^	19v	20v	26v			
189 94 N 5					C	2.1	16	190	64^	347	265	621	136^	426	464	415	141^	519	174^	298	304	281	184	6v	60^	19v	20v	26v			
BEFORE HOURS					A	0.7	9	58	117v	317^	298^	716	210^	473^	443^	354^	206^	386^	154^	230^	258^	159^	119v	<<	24v	<<	16v	<<			
MON-FRI 6.15A 15 NBC 5					B	0.7	9	58	117v	317^	298^	716	210^	473^	443^	354^	206^	386^	154^	230^	258^	159^	119v	<<	24v	<<	16v	<<			
144 85 N 5					C	0.7	9	58	117v	317^	298^	716	210^	473^	443^	354^	206^	386^	154^	230^	258^	159^	119v	<<	24v	<<	16v	<<			
CBS MORNING NEWS- 6:30AM					A	0.9	10	83	18v	411	195^	736	82v	295^	376^	511	337^	270^	64v	107^	122^	186^	146^	11v	23v	28v	34v	41v			
MON-FRI 6.30A 30 CBS 10					B	1.0	10	86	35v	359	162^	667	106^	277^	359	426	295^	287^	73v	119^	124^	186^	156^	11v	25v	26v	35v	39v			
145 86 N 10					C	1.0	10	86	35v	359	162^	667	106^	277^	359	426	295^	287^	73v	119^	124^	186^	156^	11v	25v	26v	35v	39v			
CBS MORNING NEWS- 7:00AM					A	1.8	11	158	39v	251	204^	653	186^	357	366	304	234	424	118^	211^	237	242	171^	27v	11v	33v	35v	38v			
MON-FRI 7.00A 30 CBS 10					B	1.8	11	162	40v	243	195	600	190	331	337	247	219	433	130^	223	234	239	181	27v	16v	29v	19v	27v			
200 98 N 10					C	1.8	11	162	40v	243	195	600	190	331	337	247	219	433	130^	223	234	239	181	27v	16v	29v	19v	27v			
GOOD MORNING, AMERICA-730					A	4.4	22	386	56^	273	223	728	158	420	438	401	269	436	132	224	204	201	189	15v	9v	26^	19v	20v			
MON-FRI 7.30A 30 ABC 5					B	4.4	22	386	56^	273	223	728	158	420	438	401	269	436	132	224	204	201	189	15v	9v	26^	19v	20v			
213 99 N 5					C	4.4	22	386	56^	273	223	728	158	420	438	401	269	436	132	224	204	201	189	15v	9v	26^	19v	20v			
GOOD MORNING, AMERICA-830					A	4.5	22	402	81^	238	195	802	156	420	433	433	330	359	80^	143	144	159	181	4v	6v	22^	13v	6v			
MON-FRI 8.30A 30 ABC 5					B	4.5	22	402	81^	238	195	802	156	420	433	433	330	359	80^	143	144	159	181	4v	6v	22^	13v	6v			
211 98 N 5					C	4.5	22	402	81^	238	195	802	156	420	433	433	330	359	80^	143	144	159	181	4v	6v	22^	13v	6v			
MORNING PROGRAM					A	2.0	10	175	47v	243	165^	775	192	339	347	343	391	394	116^	202	193	178^	182^	15v	11v	35v	27v	35v			
MON-FRI 7.30A 90 CBS 10					B	2.0	10	174	66^	222	147^	754	177	306	332	335	392	389	116^	190	183	170	185	12v	8v	31v	19v	29v			
200 98 N 10					C	2.0	10	174	66^	222	147^	754	177	306	332	335	392	389	116^	190	183	170	185	12v	8v	31v	19v	29v			
7.30 - 8.00					A	1.9	10	165	37v	291	215	734	197^	380	393	327	304	411	123^	230	228	225	163^	18v	28v	39v	17v	34v			
8.00 - 8.30					A	1.9	9	172	38v	247	168^	784	166^	319	318	353	426	383	111^	196	181^	171^	178^	20v	8v	28v	22v	27v			
8.30 - 9.00					A	2.2	11	193	62^	193	116^	789	207	316	327	342	428	383	113^	181	171^	142^	199	8v	<<	38v	38v	43v			
NBC NEWS AT SUNRISE					A	1.8	20	163	69^	389	327	693	190^	470	494	391	178^	472	127^	260	290	233	174^	<<	48v	7v	<<	6v			
MON-FRI 6.00A 30 NBC 5					B	1.8	20	163	69^	389	327	693	190^	470	494	391	178^	472	127^	260	290	233	174^	<<	48v	7v	<<	6v			
197 98 N 5					C	1.8	20	163	69^	389	327	693	190^	470	494	391	178^	472	127^	260	290	233	174^	<<	48v	7v	<<	6v			
TODAY SHOW-7.30AM					A	4.7	24	420	64^	213	137	703	170	322	359	340	321	495	106	221	220	229	255	20v	17v	18v	22^	20v			
MON-FRI 7.30A 30 NBC 5					B	4.7	24	420	64^	213	137	703	170	322	359	340	321	495	106	221	220	229	255	20v	17v	18v	22^	20v			
205 99 N 5					C	4.7	24	420	64^	213	137	703	170	322	359	340	321	495	106	221	220	229	255	20v	17v	18v	22^	20v			
TODAY SHOW-8.30AM					A	4.9	24	436	91	171	126	725	164	335	348	359	340	433	85	193	182	218	232	10v	14v	17v	25^	18v			
MON-FRI 8.30A 30 NBC 5					B	4.9	24	436	91	171	126	725	164	335	348	359	340	433	85	193	182	218	232	10v	14v	17v	25^	18v			
205 99 N 5					C	4.9	24	436	91	171	126	725	164	335	348	359	340	433	85	193	182	218	232	10v	14v	17v	25^	18v			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0.000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
									18-49	WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
									W/CH	18-	15-	18-	18-	25-	25-	35-			12-	12-	15-	2-	2-	2-	6-			
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																												
GUIDING LIGHT-CONT'D																												
3.00 - 3.30					A	6.0	22	532	77	175	129	130	918	236	461	357	399	420	415	248	115	10v	32^	29^	24^	43^	41^	26^
3.30 - 4.00					A	6.0	21	533	74	176	131	118	901	238	451	359	400	402	409	256	130	14v	41^	29^	23^	50^	35^	38^
LOVING					A	4.3	16	380	150	206	186	112	845	354	548	450	478	338	268	221	73^	8v	30^	18v	86^	71^	109	47^
M-WF 12.30P 30 ABC 5					B	4.3	16	380	150	206	186	112	845	354	548	450	478	338	268	221	73^	8v	30^	18v	86^	71^	109	47^
THU 176 89 DD 5					C	4.3	16	380	150	206	186	112	845	354	548	450	478	338	268	221	73^	8v	30^	18v	86^	71^	109	47^
THU 12.37P 23																												
MR. BELVEDERE-M-F					A	2.7	12	236	72^	155	138^	94^	695	268	436	372	386	279	245	305	81^	32v	54^	50^	113^	81^	143	50^
M-WF 11.30A 30 ABC 19					B	2.6	12	230	111	217	186	151	756	341	508	391	419	282	219	282	66^	30^	52^	46^	102^	58^	115	45^
THU 136 69 CS 19					C	2.6	12	230	111	217	186	151	756	341	508	391	419	282	219	282	66^	30^	52^	46^	102^	58^	115	45^
THU 11.36A 24																												
NBC NEWS DIGEST-DAYTIME					A	4.1	15	366	103	247	206	107	895	237	479	401	466	432	352	283	91^	14v	53^	38^	18v	33^	23v	27^
M-WF 2.57P 1 NBC 3					B	4.1	15	366	103	247	206	107	895	237	479	401	466	432	352	283	91^	14v	53^	38^	18v	33^	23v	27^
THU 191 95 N 3					C	4.1	15	366	103	247	206	107	895	237	479	401	466	432	352	283	91^	14v	53^	38^	18v	33^	23v	27^
NEW CARD SHARKS					A	3.1	15	273	85^	153	98^	70^	678	206	327	259	327	307	284	417	210	8v	22v	10v	64^	45^	64^	44^
MON-FR' 10.30A 30 CBS 10					B	3.0	15	266	67^	129	82^	67^	665	176	285	221	295	319	307	455	246	7v	18v	7v	54^	48^	59^	43^
160 74 QP 10					C	3.0	15	266	67^	129	82^	67^	665	176	285	221	295	319	307	455	246	7v	18v	7v	54^	48^	59^	43^
NEWSBREAK-11.57					A	5.3	23	468	62^	165	117	73	771	184	321	250	302	315	397	356	179	9v	12v	1v	49^	51^	62^	38^
MON-FRI 11.57A 2 CBS 10					B	4.9	22	436	62^	156	123	63^	769	190	332	270	316	315	391	371	176	11v	7v	5v	37^	49^	54^	33^
THU 180 86 N 10					C	4.9	22	436	62^	156	123	63^	769	190	332	270	316	315	391	371	176	11v	7v	5v	37^	49^	54^	33^
NEWSBREAK-3.44					A	5.3	18	471	65^	174	130	92	900	217	410	334	382	404	442	241	116	14v	35^	20^	16v	41^	25^	32^
MON&FRI 3.45P 1 CBS 10					B	4.8	17	427	69	150	113	93	906	213	398	318	365	397	461	241	127	11v	30^	15v	25^	34^	25^	34^
TUE 196 94 N 10					C	4.8	17	427	69	150	113	93	906	213	398	318	365	397	461	241	127	11v	30^	15v	25^	34^	25^	34^
THU 3.40P 1																												
WED&THU 3.43P 1																												
ONE LIFE TO LIVE					A	7.7	28	684	133	231	199	151	909	380	577	443	491	369	283	198	97	10v	33^	23^	52	60	64	48^
MON-FRI 2.00P 60 ABC 5					B	7.7	28	684	133	231	199	151	909	380	577	443	491	369	283	198	97	10v	33^	23^	52	60	64	48^
THU 215 99 DD 5					C	7.7	28	684	133	231	199	151	909	380	577	443	491	369	283	198	97	10v	33^	23^	52	60	64	48^
2.00 - 2.30					A	7.7	28	684	132	232	200	153	907	381	578	442	491	372	280	197	100	9v	32^	24^	60	63	73	50
2.30 - 3.00					A	7.8	28	688	134	228	196	148	906	378	573	442	489	364	286	198	94	12v	34^	23^	43^	58	55	45^
PRICE IS RIGHT 1					A	5.1	25	452	79	194	127	103	768	217	347	249	301	302	368	373	199	11v	17v	11v	61^	44^	64^	41^
MON-FRI 11.00A 30 CBS 9					B	4.9	23	431	79	161	106	87	759	202	327	245	292	305	384	384	213	14v	14v	14v	55^	53^	68	41^
THU 207 95 AP 9					C	4.9	23	431	79	161	106	87	759	202	327	245	292	305	384	384	213	14v	14v	14v	55^	53^	68	41^
PRICE IS RIGHT 2					A	6.5	30	574	53^	188	129	92	768	193	331	245	298	313	384	385	205	11v	16^	11v	52^	45^	61	36^
M-WF 11.30A 30 CBS 10					B	6.1	28	542	58	153	111	76	747	183	316	247	294	307	384	413	217	14^	13v	15^	47^	48^	62	32^
THU 207 95 AP 10					C	6.1	28	542	58	153	111	76	747	183	316	247	294	307	384	413	217	14^	13v	15^	47^	48^	62	32^
THU 11.30A 3																												
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING		W O M E N							M E N		T E E N S			C H I L D R E N						
								18-49	WOMEN	15-	18-	18-	25-	25-	35-			12-	12-	TOT.	MALE	FEM.	TOT.	TOT.				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD.	W/CH	18-	15-	18-	18-	25-	25-	35-			12-	12-	15-	2-	2-	2-	6-			
#STNS	CVG%		TYPE	T/C		%	%	0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																												
PRICE IS RIGHT 2-CONT'D & 11.45A 15																												
RYAN'S HOPE					A	2.9	12	260	152	237	232	98^	870	407	600	518	573	340	216	236	66^	21v	33^	30v	105^	56^	123^	37^
MON-FRI 12.00N					B	2.9	12	260	152	237	232	98^	870	407	600	518	573	340	216	236	66^	21v	33^	30v	105^	56^	123^	37^
166 81 ABC DD					C	2.9	12	260	152	237	232	98^	870	407	600	518	573	340	216	236	66^	21v	33^	30v	105^	56^	123^	37^
SALE OF THE CENTURY					A	2.9	14	260	54^	151	137	76^	817	156	358	298	320	336	437	422	197	13v	27v	20v	54^	91^	108^	36^
MON-FRI 10.00A					B	2.9	14	260	54^	151	137	76^	817	156	358	298	320	336	437	422	197	13v	27v	20v	54^	91^	108^	36^
145 74 NBC QG					C	2.9	14	260	54^	151	137	76^	817	156	358	298	320	336	437	422	197	13v	27v	20v	54^	91^	108^	36^
SANTA BARBARA					A	4.6	16	406	110	216	176	156	855	285	512	408	480	394	272	269	108	26^	102	75^	28^	41^	47^	22^
MON-FRI 3.00P					B	4.6	16	406	110	216	176	156	855	285	512	408	480	394	272	269	108	26^	102	75^	28^	41^	47^	22^
199 99 NBC DD					C	4.6	16	406	110	216	176	156	855	285	512	408	480	394	272	269	108	26^	102	75^	28^	41^	47^	22^
3.00 - 3.30					A	4.5	16	395	114	235	192	149	874	289	522	420	496	410	275	268	104	27^	89	70^	24^	38^	41^	21v
3.30 - 4.00					A	4.7	16	415	107	199	161	163	842	283	505	399	466	381	270	271	112	25^	114	79^	31^	45^	53^	23^
SCRABBLE					A	3.9	15	342	95^	117	101	87^	827	211	362	294	333	312	426	376	187	15v	23v	26^	33^	55^	39^	49^
MON-FRI 12.30P					B	3.5	14	309	87	121	103	86	803	208	360	288	325	299	406	348	169	25^	22^	30^	38^	45^	51^	31^
153 82 NBC QG					C	3.5	14	309	87	121	103	86	803	208	360	288	325	299	406	348	169	25^	22^	30^	38^	45^	51^	31^
SUPER PASSWORD					A	3.1	13	271	101^	97^	70^	104^	771	224	331	249	294	271	394	375	171	13v	27v	24v	59^	64^	71^	51^
MON-FRI 12.00N					B	3.1	13	271	101^	97^	70^	104^	771	224	331	249	294	271	394	375	171	13v	27v	24v	59^	64^	71^	51^
154 72 NBC QG					C	3.1	13	271	101^	97^	70^	104^	771	224	331	249	294	271	394	375	171	13v	27v	24v	59^	64^	71^	51^
\$25,000 PYRAMID					A	3.1	15	273	81^	127	67^	70^	718	218	309	239	320	301	329	356	184	8v	6v	5v	65^	39^	66^	38^
MON-FRI 10.00A					B	3.0	14	262	83^	116	67^	67^	709	198	290	225	308	307	336	388	215	5v	6v	5v	53^	38^	58^	34^
167 78 CBS QP					C	3.0	14	262	83^	116	67^	67^	709	198	290	225	308	307	336	388	215	5v	6v	5v	53^	38^	58^	34^
WHEEL OF FORTUNE					A	5.2	25	464	74	151	100	76	821	182	329	275	320	334	447	381	202	18v	34^	26^	41^	42^	60^	23^
MON-FRI 11.00A					B	5.2	25	464	74	151	100	76	821	182	329	275	320	334	447	381	202	18v	34^	26^	41^	42^	60^	23^
207 99 NBC QG					C	5.2	25	464	74	151	100	76	821	182	329	275	320	334	447	381	202	18v	34^	26^	41^	42^	60^	23^
WHO'S THE BOSS? M-F					A	3.4	17	305	117	194	180	102^	705	280	489	417	428	292	205	282	70^	43^	70^	64^	101^	69^	132	38^
MON-FRI 11.00A					B	3.4	17	305	117	194	180	102^	705	280	489	417	428	292	205	282	70^	43^	70^	64^	101^	69^	132	38^
156 85 ABC CS					C	3.4	17	305	117	194	180	102^	705	280	489	417	428	292	205	282	70^	43^	70^	64^	101^	69^	132	38^
WIN, LOSE OR DRAW					A	3.5	16	314	106^	119	102^	103^	805	236	399	318	362	334	361	311	144	18v	45^	32^	47^	71^	75^	42^
MON-FRI 11.30A					B	3.6	16	318	110	148	126	94	809	222	411	332	387	349	343	316	124	15v	29^	26^	41^	63^	72^	33^
186 88 NBC QG					C	3.6	16	318	110	148	126	94	809	222	411	332	387	349	343	316	124	15v	29^	26^	41^	63^	72^	33^
YOUNG AND THE RESTLESS					A	7.7	29	686	85	198	155	110	873	271	462	363	414	369	360	249	118	12v	24^	20^	34^	45^	59	21^
MON-FRI 12.30P					B	7.3	28	643	87	178	146	114	877	263	452	351	399	371	377	257	126	12^	23^	21^	36^	34^	49	20^
210 99 CBS DD					C	7.3	28	643	87	178	146	114	877	263	452	351	399	371	377	257	126	12^	23^	21^	36^	34^	49	20^
12.30 - 1.00					A	7.6	30	675	74	191	147	103	863	266	452	359	412	365	358	254	126	13^	24^	20^	36^	41^	56	21^
1.00 - 1.30					A	7.9	29	696	95	206	163	117	882	276	473	368	416	373	362	245	111	11v	25^	19^	33^	48	61	20^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C	TYPE		AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
												15- 24	TOTAL	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 12- 17	TOT. 18- 24																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD.		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE	T/C		%	%	0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																												
PEE WEE'S PLAYHOUSE-CONT'D																												
	205	98	CL	3	C	5.6	21	499	1518	50^	255	207	43^	233	155	74	81	116	39^	875	496	379	374	501	275	227	283	219
POPEYE & SON					A	3.5	13	310	1545	61^	256	164^	40^	241	199^	82^	117^	128^	72^	850	459	391	356	494	231	262	254	239
SAT	11.00A	30	CBS	3	B	3.8	14	337	1428	71^	281	197	59^	239	183	91^	92^	113	71^	725	432	293	322	403	243	160	203	200
	188	90	CA	3	C	3.8	14	337	1428	71^	281	197	59^	239	183	91^	92^	113	71^	725	432	293	322	403	243	160	203	200
REAL GHOSTBUSTERS					A	5.0	18	443	1652	121^	391	331	131^	235	264	152	112^	139^	125^	762	419	342	372	390	273	117^	182	208
SAT	10.30A	30	ABC	1	B	5.0	18	443	1652	121^	391	331	131^	235	264	152	112^	139^	125^	762	419	342	372	390	273	117^	182	208
	205	98	CA	1	C	5.0	18	443	1652	121^	391	331	131^	235	264	152	112^	139^	125^	762	419	342	372	390	273	117^	182	208
SMURFS I					A	3.9	21	346	1484	110^	287	217	70^	168^	217	108^	110^	86^	131^	811	380	431	317	494	197	296	249	245
SAT	8.30A	30	NBC	4	B	4.3	23	379	1416	75^	308	247	61^	191	194	95	99	117	77^	724	374	350	264	460	227	233	224	236
	206	99	CA	4	C	4.3	23	379	1416	75^	308	247	61^	191	194	95	99	117	77^	724	374	350	264	460	227	233	224	236
SMURFS II					A	4.7	21	416	1479	128^	298	231	78^	195	227	129^	98^	113^	113^	760	454	305	341	418	249	170	235	184
SAT	9.00A	30	NBC	4	B	5.5	24	485	1424	95	314	252	78	209	198	95	103	124	75	702	383	319	292	410	225	186	222	189
	206	99	CA	4	C	5.5	24	485	1424	95	314	252	78	209	198	95	103	124	75	702	383	319	292	410	225	186	222	189
SMURFS III					A	5.0	20	443	1465	129^	322	274	77^	224	279	152	127^	168	112^	640	392	249	293	347	205	143^	205	142^
SAT	9.30A	30	NBC	4	B	6.2	24	545	1372	111	312	252	80	208	216	118	98	138	79	636	344	292	262	375	206	169	206	168

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 28-OCT. 4, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			TOT. WORK. PERS	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. MALE	CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. 18+	W O M E N				M E N										12- 17	12- 17	2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									18- 49		21- 54	25- 54	TOTAL		18- 24	18- 34	18- 49	21- 49	21- 54	25- 49	25- 54	35- 64				55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 28-OCT. 4, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S TOT. MALE TOT.		CHD TOT.
									TOT. WORK. PERS ING WOM.		W O M E N				M E N																
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	18-	18-	18-	21-	21-	25-	25-	35-	35-	12-	12-	2-				
#STNS	CVG%	TYPE	T/C													24	34	49	21+	49	54	49	54	64	55+	17	17	11			
WEEKEND DAYTIME SPORTS CONT'D																															
CBS COLLEGE FOOTBALL GAME-CONT'D																															
	2.30 - 3.00				A	4.0	12	354	1209	82^	246	100^	246	109^	662	75^	233	295	652	286	319	220	254	206	333	114^	66^	189			
	3.00 - 3.30				A	5.2	15	461	1264	122^	317	131^	317	136^	722	55^	209	306	710	294	334	251	291	298	377	126^	73^	99^			
	3.30 - 4.00				A	5.5	16	487	1284	129^	352	159	327	127^	798	72^	224	346	783	331	388	274	330	341	396	89^	54^	45^			
	4.00 - 4.30				A	5.6	16	496	1321	153	413	166	399	146	775	52^	200	327	749	301	344	275	317	330	405	100^	40^	33^			
	4.30 - 5.00				A	6.1	17	540	1410	165	410	193	410	184	827	59^	221	377	798	349	394	318	364	393	404	132	86^	41^			
	5.00 - 5.30				A	6.2	16	549	1424	139	419	211	402	175	801	52^	179	358	773	329	377	306	353	417	395	151	106^	54^			
	5.30 - 6.00				A	7.2	18	638	1391	152	439	204	421	176	757	62^	210	357	737	337	397	295	356	366	339	146	101	49^			
CBS NFL TODAY																															
SUN	12.30P	30	CBS	4	B	7.1	22	629	1407	196	469	259	468	265	815	111	357	530	802	517	592	419	494	319	210	55^	44^	66^			
	201	98	SC	4	B	5.5	18	487	1370	199	450	258	445	252	747	100	302	493	717	463	512	393	443	334	204	74	59^	99			
					C	5.5	18	487	1370	199	450	258	445	252	747	100	302	493	717	463	512	393	443	334	204	74	59^	99			
CBS NFL FOOTBALL GAME 1																															
SUN	1.00P	196	CBS	3	A	12.2	32	1081	1632	205	508	296	503	255	918	117	385	580	878	540	601	463	525	392	277	96	66	109			
	210	99	SE	3	B	13.4	35	1191	1596	216	498	293	487	268	893	114	332	562	855	524	593	448	516	430	262	89	63	115			
					C	13.4	35	1191	1596	216	498	293	487	268	893	114	332	562	855	524	593	448	516	430	262	89	63	115			
VARIOUS TEAMS AND TIMES																															
	1.00 - 1.30				A	11.2	32	992	1556	180	496	281	489	244	838	131	350	506	797	465	523	375	433	332	274	87	65	135			

1.30 - 2.00	A	12.3	34	1090	1638	187	499	305	486	261	908	137	381	563	869	523	585	426	488	372	284	102	67	129				
2.00 - 2.30	A	12.8	35	1134	1632	183	494	295	492	256	933	125	398	576	892	535	609	450	525	387	282	95	64	111				
2.30 - 3.00	A	12.5	33	1108	1663	213	505	304	502	251	957	116	412	616	909	568	636	500	568	409	273	109	77	92				
3.00 - 3.30	A	12.5	32	1108	1606	227	495	282	492	231	941	110	391	592	895	546	616	482	552	421	279	90	64	80				
3.30 - 4.00	A	12.4	31	1099	1664	228	534	301	532	267	928	106	393	619	890	580	628	513	560	408	262	92	64	110				
4.00 - 4.30	A	12.2	30	1081	1613	218	544	304	539	281	869	76	334	547	850	528	571	471	514	400	279	91	60	109				
CBS NFL FOOTBALL GAME 2																												
SUN	4.19P	190	CBS	2	A	9.9	22	877	1674	238	555	269	545	319	878	74	296	525	858	506	590	451	536	430	268	141	120	99
	199	82	SE	2	B	11.6	26	1031	1638	241	546	276	535	307	878	69	281	524	859	505	586	455	535	449	273	113	86	100
					C	11.6	26	1031	1638	241	546	276	535	307	878	69	281	524	859	505	586	455	535	449	273	113	86	100
GREEN BAY VS MINNESOTA DALLAS VS NY JETS																												
4.00 - 4.30	A	8.7	21	771	1717	250	549	282	543	345	919	87	355	594	897	572	644	508	580	445	253	131	103	118				
4.30 - 5.00	A	8.4	20	744	1698	247	540	262	533	321	936	93	346	602	909	575	663	508	596	466	247	150	114	72^				
5.00 - 5.30	A	8.3	20	735	1729	243	532	253	522	314	886	85^	299	550	861	525	626	465	566	467	235	210	175	101				
5.30 - 6.00	A	9.0	21	797	1718	233	532	274	522	316	894	79^	293	531	874	511	597	452	539	456	277	171	160	120				
6.00 - 6.30	A	10.2	22	904	1647	219	517	248	507	296	876	53^	275	511	864	500	579	459	538	442	285	133	121	122				
6.30 - 7.00	A	10.9	23	966	1623	235	527	258	522	310	871	70	293	515	854	498	580	446	528	424	274	127	109	97				
7.00 - 7.30	A	13.6	26	1205	1598	242	634	295	619	332	798	66	261	444	780	425	503	377	455	344	277	87	69	78				
NBC MAJOR LEAGUE PRE GAME																												
SAT	2.00P	17	NBC	5	A	4.0	14	354	1517	176^	432	266	418	258	650	51^	188	391	647	388	422	340	374	282	225	135^	98^	301
	191	96	SC	5	B	4.1	14	363	1448	139	467	263	428	214	608	106	265	396	558	346	368	291	313	211	190	115	63^	258
					C	4.1	14	363	1448	139	467	263	428	214	608	106	265	396	558	346	368	291	313	211	190	115	63^	258

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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															TOTAL	18-	21+	25-	18-	18-	18-	21+	21-	21-	25-	25-	35-	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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SUN	12.30P	30	NBC	4	B	3.8	13	341	1380	201	450	247	439	222	724	141	339	505	661	442	498	364	420	302	164	72^	62^	134
	203	99	SC	4	C	3.8	13	341	1380	201	450	247	439	222	724	141	339	505	661	442	498	364	420	302	164	72^	62^	134
NFL SINGLE					A	9.0	24	797	1778	253	574	339	563	299	999	161	449	669	929	599	669	508	578	419	260	101	79^	104
SUN	1.00P	192	NBC	2	B	9.9	26	880	1717	270	563	347	552	306	964	174	423	634	896	566	635	460	529	397	261	92	64	99
	206	98	SE	2	C	9.9	26	880	1717	270	563	347	552	306	964	174	423	634	896	566	635	460	529	397	261	92	64	99
VARIOUS TEAMS AND TIMES																												
	1.00 - 1.30				A	7.1	20	629	1754	295	547	335	539	298	980	194	482	670	898	588	649	476	536	370	249	116	81^	111
	1.30 - 2.00				A	8.7	24	771	1841	279	595	362	579	324	1039	181	478	703	966	629	695	521	588	441	271	91	70^	116
	2.00 - 2.30				A	8.7	24	771	1857	254	593	357	579	322	1041	175	480	706	968	633	701	532	599	430	267	95	81^	127
	2.30 - 3.00				A	8.9	23	789	1845	259	599	358	586	318	1033	165	492	722	964	653	731	557	636	422	233	93	78^	120
	3.00 - 3.30				A	9.5	24	842	1816	242	582	318	575	287	1050	154	454	686	982	618	703	532	617	447	279	104	83	80
	3.30 - 4.00				A	9.5	24	842	1732	232	569	332	558	278	975	143	411	634	904	564	635	491	562	420	269	108	80	81
	4.00 - 4.30				A	9.6	24	851	1737	234	591	348	576	293	905	132	363	587	837	519	583	455	519	413	254	135	103	106
NFL POST 1(B)					A	2.8	7	248	1754	219^	626	401	617	391	867	91^	416	630	857	620	648	539	566	361	209^	133^	64^	129^
SUN	4.12P	16	NBC																									
	93	55	SC																									
VARIOUS TEAMS AND TIMES																												

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N							M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
															18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	53.9	55.8	57.9	60.5	62.1	63.9	64.8	66.6	66.4	66.2	66.3	65.4	62.4	60.8	59.2	55.2		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MACGYVER
(PAE)

ABC MON. NIGHT MOVIE SPEC
STAR TREK III: IN SEARCH OF SPOCK
(PAE)

10,900							12,230										
12.3	11.4 *				13.3 *	13.8	12.8 *			13.9 *			14.9 *			13.4 *	
19	18 *				20 *	22	19 *			21 *			24 *			24 *	
11.1	11.8	12.8			13.7	12.7	12.9	13.7		14.2	15.0		14.8	14.7		12.2	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRANK'S PLACE

KATE & ALLIE

NEWHART

DESIGNING
WOMEN
(PAE)

CAGNEY & LACEY

10,810		11,520		13,470		14,000		12,050									
12.2		13.0		15.2		15.8		13.6		13.7 *			13.5 *			13.4 *	
19		20		23		24		23		22 *			24 *			24 *	
12.2	12.2	12.8	13.2	14.4	16.0	15.8	15.8	13.9	13.5	13.7			13.4				

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF

VALERIE'S
FAMILY

NBC MONDAY NIGHT MOVIES
ASSAULT AND MATRIMONY

17,810		16,480		17,540													
20.1		18.6		19.8	20.1 *			20.0 *		20.0 *			19.3 *			19.3 *	
32		28		32	30 *			30 *		33 *			34 *			34 *	
19.6	20.7	18.1	19.0	20.5	19.8	20.0	20.1	20.1	20.1	19.9	19.8		18.7				

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.1		14.1		11.9		13.4		11.9		11.7		10.1		8.3
26		24		19		20		18		18		16		15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.2		2.7		3.1		3.0		2.4		2.0		1.6
6		5		4		5		5		4		3		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		3.2		3.2		3.8		2.8		2.2		2.2		2.1
5		5		5		6		4		3		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4		5.4		5.6		6.1		6.0		5.4		4.8		4.2
8		9		9		9		9		8		8		7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		2.1		2.6		2.6		3.3		2.9		2.0		1.9
3		4		4		4		5		4		3		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	53.7	56.2	58.1	60.3	62.5	63.8	65.4	65.3	65.2	65.2	64.3	58.5	56.2	54.4	51.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	← MOONLIGHTING (PAE) →	← THIRTYSOMETHING (PAE) →
21,260	23,480	22,950	14,800
24.0	26.5	25.9	25.8 *
39	41	40	16.7
22.5	25.5	26.1	18.1 *
		26.1	32 *
		25.6	16.8
			15.7
			15.3 *
			29 *
			14.9

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← JAKE AND THE FATMAN (PAE) →	← LAW & HARRY MCGRAW →
8,510	8,330
9.6	9.4 *
15	16 *
8.8	9.3 *
8.7 *	16 *
14 *	9.2
8.6	9.4
8.8	9.6 *
8.9	18 *
10.1	9.8
10.5	
10.5	
10.4	
9.3	

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MATLOCK →			← J. J. STARBUCK →			← CRIME STORY →		
14,090			13,200			12,580		
15.9	15.3 *	16.5 *	14.9 *	14.9 *	14.9 *	14.6 *		13.8
25	25 *	25 *	23	23 *	23 *	26 *		26
14.9	15.7	16.4	14.8	15.0	14.8	14.8	14.2	13.5

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. SEP. 30, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.9	54.2	55.5	57.7	57.3	58.9	60.5	62.2	62.7	63.1	63.4	62.5	60.6	59.4	58.4	55.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
14,440	15,150	15,420	13,110	13,470
16.3	17.1	17.4	14.8	15.2
28	28	28	24	26
15.8	16.8	17.3	15.1	15.5
		17.5	14.5	15.5
				15.5
				15.2
				14.9 *
				26 *
				14.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE	MAGNUM, P. I. (R)(PAE)	EQUALIZER
9,570	13,200	12,400
10.8	14.9	14.0
18	24	24
10.2	13.8	14.2
	14.4	14.1
	15.5	14.1
		14.1
		13.9 *
		24 *
		13.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
11,960	10,720	12,490
13.5	12.1	14.1
23	19	24
12.7	11.6	13.5
	11.9	14.1
	12.5	14.6
		14.1
		14.3 *
		25 *
		14.1

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7	13.0	13.1	14.2	13.6	13.4	11.0	9.2
26	23	23	23	22	21	18	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.6	2.6	3.1	2.9	2.8	2.6	2.3
6	5	4	5	5	4	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.2	2.8	3.5	3.1	2.9	2.2	1.7
3	4	5	6	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	5.1	4.8	4.6	5.5	6.0	5.7	5.0
8	9	8	7	9	10	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.3	2.6	3.0	3.7	4.0	3.9	3.3
3	4	4	5	6	6	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE. THU. OCT. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.3	54.2	55.1	57.1	58.7	60.9	61.3	62.7	62.8	63.8	63.3	62.8	62.0	61.3	60.3	58.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

SLUDGE	HAMMER	CHARMING	← ABC		THURSDAY NIGHT PROUD MEN (P&E)		MOVIE	
7,000		7,440	8,330					
7.9		8.4	9.4	9.6 *		9.5 *	9.1 *	9.4
13		14	15	15 *		15 *	15 *	16
8.0	7.7	7.9	8.8	9.5	9.8	9.6	9.3	9.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← TOUR OF DUTY →			← WISEGUY (PAE) →			← KNOTS LANDING →		
9,130			10,190			13,110		
10.3	9.8 *		10.5 *	11.5		12.5 *	14.8	14.7 *
17	16 *		17 *	18		20 *	25	24 *
9.6	9.9	10.9	10.8	10.3	12.0	13.0	14.3	15.0 15.0
								14.9 *
								25 *
								14.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR.

BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		← TONIGHT SHOW 25TH ANNIV. →					
26,400		25,250		23,390		21,090					
29.8		28.5		26.4		23.8	24.5 *		23.8 *		23.0 *
49		46		42		39	39 *		39 *		39 *
28.0	31.6	28.1	28.8	26.1	26.6	24.3	24.6	24.3	23.4	23.4	22.5

INDEPENDENTS

[illegible]

AVERAGE AUDIENCE	12.0	11.2	8.9	9.7	9.7	9.1	9.5	8.0
SHARE AUDIENCE %	23	20	15	16	15	14	15	14

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

AVERAGE AUDIENCE	3.1	2.7	2.2	2.6	2.6	2.4	2.2	1.9
SHARE AUDIENCE %	6	5	4	4	4	4	4	3

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	2.0	2.8	2.4	2.7	3.2	2.7	1.7	1.3
SHARE AUDIENCE %	4	5	4	4	5	4	3	2

CABLE ORIG.

[illegible]

AVERAGE AUDIENCE SHARE AUDIENCE %	3.9 7	4.9 9	4.6 8	5.1 8	5.4 9	5.7 9	4.7 8	4.3 7
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PAY SERVICES

AVERAGE AUDIENCE		SHARE AUDIENCE %	
1	100	100	100
2	100	100	100
3	100	100	100
4	100	100	100
5	100	100	100
6	100	100	100
7	100	100	100
8	100	100	100
9	100	100	100
10	100	100	100
11	100	100	100
12	100	100	100
13	100	100	100
14	100	100	100
15	100	100	100
16	100	100	100
17	100	100	100
18	100	100	100
19	100	100	100
20	100	100	100
21	100	100	100
22	100	100	100
23	100	100	100
24	100	100	100
25	100	100	100
26	100	100	100
27	100	100	100
28	100	100	100
29	100	100	100
30	100	100	100
31	100	100	100
32	100	100	100
33	100	100	100
34	100	100	100
35	100	100	100
36	100	100	100
37	100	100	100
38	100	100	100
39	100	100	100
40	100	100	100
41	100	100	100
42	100	100	100
43	100	100	100
44	100	100	100
45	100	100	100
46	100	100	100
47	100	100	100
48	100	100	100
49	100	100	100
50	100	100	100
51	100	100	100
52	100	100	100
53	100	100	100
54	100	100	100
55	100	100	100
56	100	100	100
57	100	100	100
58	100	100	100
59	100	100	100
60	100	100	100
61	100	100	100
62	100	100	100
63	100	100	100
64	100	100	100
65	100	100	100
66	100	100	100
67	100	100	100
68	100	100	100
69	100	100	100
70	100	100	100
71	100	100	100
72	100	100	100
73	100	100	100
74	100	100	100
75	100	100	100
76	100	100	100
77	100	100	100
78	100	100	100
79	100	100	100
80	100	100	100
81	100	100	100
82	100	100	100
83	100	100	100
84	100	100	100
85	100	100	100
86	100	100	100
87	100	100	100
88	100	100	100
89	100	100	100
90	100	100	100
91	100	100	100
92	100	100	100
93	100	100	100
94	100	100	100
95	100	100	100
96	100	100	100
97	100	10	

AVERAGE AUDIENCE	1.6	2.0	2.0	2.2	3.3	3.9	3.7	2.8
SHARE AUDIENCE %	3	4	3	4	5	6	6	5

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

EVE.FRI. OCT.2, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES															LEVEL: 100%	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.6	49.5	50.3	51.8	51.8	53.3	54.2	55.1	55.8	56.8	57.3	57.4	54.8	54.5	53.1	51.8

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

FULL	HOUSE	1 MARRIED DORA		MAX HEADROOM (PAE)		20/20 (PAE)	
8,330		8,240		5,580		9,480	
9.4		9.3		6.3	6.3 *	10.7	10.7 *
18		11		11 *	11 *	20	21 *
9.1	9.8	17	9.3	6.6	5.9 6.0	10.2	10.4
		9.4				11.2	10.9

CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	%
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR.	

← BEAUTY & THE BEAST →			← DALLAS (PAE) →			← FALCON CREST →		
12,230			14,970			13,380		
13.8	13.1 *		16.9	16.2 *		15.1	15.5 *	14.7
26	25 *		30	29 *		28	28 *	28
12.8	13.5	14.3	15.6	16.9	17.5	15.7	15.2	14.6

NBC TV

AVERAGE AUDIENCE		(Hhlds (000) & %)	
SHARE AUDIENCE		%	
AVG AUD. BY 1/4 HR		%	
12-1	12-1	12-1	12-1
12-2	12-2	12-2	12-2
12-3	12-3	12-3	12-3
12-4	12-4	12-4	12-4
12-5	12-5	12-5	12-5
12-6	12-6	12-6	12-6
12-7	12-7	12-7	12-7
12-8	12-8	12-8	12-8
12-9	12-9	12-9	12-9
12-10	12-10	12-10	12-10
12-11	12-11	12-11	12-11
12-12	12-12	12-12	12-12
12-13	12-13	12-13	12-13
12-14	12-14	12-14	12-14
12-15	12-15	12-15	12-15
12-16	12-16	12-16	12-16
12-17	12-17	12-17	12-17
12-18	12-18	12-18	12-18
12-19	12-19	12-19	12-19
12-20	12-20	12-20	12-20
12-21	12-21	12-21	12-21
12-22	12-22	12-22	12-22
12-23	12-23	12-23	12-23
12-24	12-24	12-24	12-24
12-25	12-25	12-25	12-25
12-26	12-26	12-26	12-26
12-27	12-27	12-27	12-27
12-28	12-28	12-28	12-28
12-29	12-29	12-29	12-29
12-30	12-30	12-30	12-30
12-31	12-31	12-31	12-31

\leftarrow RAGS TO RICHES \rightarrow			\leftarrow MIAMI VICE \rightarrow			\leftarrow PRIVATE EYE \rightarrow		
8,510			14,090			10,630		
9.6	9.0 *		10.3 * 15.9	15.3 *		16.4 * 12.0	12.3 *	11.6
18	17 *		19 * 28	27 *		29 * 23	23 *	22
9.0	9.0	10.0	10.6	15.0	15.7 16.4	16.4	12.6	11.9 11.8 11.5

INDEPENDENTS

[illegible]

12.5 26	11.9 23	12.8 24	13.2 24	13.2 23	12.8 22	10.9 20	9.7 18
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SUPERSTATIONS

[illegible]

3.1 6	2.4 5	3.1 6	3.4 6	3.5 6	3.4 6	3.1 6	2.3 4
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PBS

PROGRAM	DATE	VIEWERS*	SHARE	AUDIENCE %
THE MENTALIST	11/11/13	1,000,000	1.5	1.5
THE MENTALIST	11/18/13	1,000,000	1.5	1.5
THE MENTALIST	11/25/13	1,000,000	1.5	1.5
THE MENTALIST	12/2/13	1,000,000	1.5	1.5
THE MENTALIST	12/9/13	1,000,000	1.5	1.5
THE MENTALIST	12/16/13	1,000,000	1.5	1.5
THE MENTALIST	12/23/13	1,000,000	1.5	1.5
THE MENTALIST	12/30/13	1,000,000	1.5	1.5
THE MENTALIST	1/6/14	1,000,000	1.5	1.5
THE MENTALIST	1/13/14	1,000,000	1.5	1.5
THE MENTALIST	1/20/14	1,000,000	1.5	1.5
THE MENTALIST	1/27/14	1,000,000	1.5	1.5
THE MENTALIST	2/3/14	1,000,000	1.5	1.5
THE MENTALIST	2/10/14	1,000,000	1.5	1.5
THE MENTALIST	2/17/14	1,000,000	1.5	1.5
THE MENTALIST	2/24/14	1,000,000	1.5	1.5
THE MENTALIST	3/3/14	1,000,000	1.5	1.5
THE MENTALIST	3/10/14	1,000,000	1.5	1.5
THE MENTALIST	3/17/14	1,000,000	1.5	1.5
THE MENTALIST	3/24/14	1,000,000	1.5	1.5
THE MENTALIST	3/31/14	1,000,000	1.5	1.5
THE MENTALIST	4/7/14	1,000,000	1.5	1.5
THE MENTALIST	4/14/14	1,000,000	1.5	1.5
THE MENTALIST	4/21/14	1,000,000	1.5	1.5
THE MENTALIST	4/28/14	1,000,000	1.5	1.5
THE MENTALIST	5/5/14	1,000,000	1.5	1.5
THE MENTALIST	5/12/14	1,000,000	1.5	1.5
THE MENTALIST	5/19/14	1,000,000	1.5	1.5
THE MENTALIST	5/26/14	1,000,000	1.5	1.5
THE MENTALIST	6/2/14	1,000,000	1.5	1.5
THE MENTALIST	6/9/14	1,000,000	1.5	1.5
THE MENTALIST	6/16/14	1,000,000	1.5	1.5
THE MENTALIST	6/23/14	1,000,000	1.5	1.5
THE MENTALIST	6/30/14	1,000,000	1.5	1.5
THE MENTALIST	7/7/14	1,000,000	1.5	1.5
THE MENTALIST	7/14/14	1,000,000	1.5	1.5
THE MENTALIST	7/21/14	1,000,000	1.5	1.5
THE MENTALIST	7/28/14	1,000,000	1.5	1.5
THE MENTALIST	8/4/14	1,000,000	1.5	1.5
THE MENTALIST	8/11/14	1,000,000	1.5	1.5
THE MENTALIST	8/18/14	1,000,000	1.5	1.5
THE MENTALIST	8/25/14	1,000,000	1.5	1.5
THE MENTALIST	9/1/14	1,000,000	1.5	1.5
THE MENTALIST	9/8/14	1,000,000	1.5	1.5
THE MENTALIST	9/15/14	1,000,000	1.5	1.5
THE MENTALIST	9/22/14	1,000,000	1.5	1.5
THE MENTALIST	9/29/14	1,000,000	1.5	1.5
THE MENTALIST	10/6/14	1,000,000	1.5	1.5
THE MENTALIST	10/13/14	1,000,000	1.5	1.5
THE MENTALIST	10/20/14	1,000,000	1.5	1.5
THE MENTALIST	10/27/14	1,000,000	1.5	1.5
THE MENTALIST	11/3/14	1,000,000	1.5	1.5
THE MENTALIST	11/10/14	1,000,000	1.5	1.5
THE MENTALIST	11/17/14	1,000,000	1.5	1.5
THE MENTALIST	11/24/14	1,000,000	1.5	1.5
THE MENTALIST	12/1/14	1,000,000	1.5	1.5
THE MENTALIST	12/8/14	1,000,000	1.5	1.5
THE MENTALIST	12/15/14	1,000,000	1.5	1.5
THE MENTALIST	12/22/14	1,000,000	1.5	1.5
THE MENTALIST	12/29/14	1,000,000	1.5	1.5
THE MENTALIST	1/5/15	1,000,000	1.5	1.5
THE MENTALIST	1/12/15	1,000,000	1.5	1.5
THE MENTALIST	1/19/15	1,000,000	1.5	1.5
THE MENTALIST	1/26/15	1,000,000	1.5	1.5

2.2 4	2.6 5	3.0 6	3.1 6	2.1 4	1.9 3	1.7 3	1.6 3
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CABLE ORIG.

	AVERAGE AUDIENCE
	SHARE AUDIENCE %
1980-81	16.7
1981-82	16.7
1982-83	16.7
1983-84	16.7
1984-85	16.7
1985-86	16.7
1986-87	16.7
1987-88	16.7
1988-89	16.7
1989-90	16.7
1990-91	16.7
1991-92	16.7
1992-93	16.7
1993-94	16.7
1994-95	16.7
1995-96	16.7
1996-97	16.7
1997-98	16.7
1998-99	16.7
1999-00	16.7
2000-01	16.7
2001-02	16.7
2002-03	16.7
2003-04	16.7
2004-05	16.7
2005-06	16.7
2006-07	16.7
2007-08	16.7
2008-09	16.7
2009-10	16.7
2010-11	16.7
2011-12	16.7
2012-13	16.7
2013-14	16.7
2014-15	16.7
2015-16	16.7
2016-17	16.7
2017-18	16.7
2018-19	16.7
2019-20	16.7
2020-21	16.7
2021-22	16.7
2022-23	16.7
2023-24	16.7
2024-25	16.7
2025-26	16.7
2026-27	16.7
2027-28	16.7
2028-29	16.7
2029-30	16.7
2030-31	16.7
2031-32	16.7
2032-33	16.7
2033-34	16.7
2034-35	16.7
2035-36	16.7
2036-37	16.7
2037-38	16.7
2038-39	16.7
2039-40	16.7
2040-41	16.7
2041-42	16.7
2042-43	16.7
2043-44	16.7
2044-45	16.7
2045-46	16.7
2046-47	16.7
2047-48	16.7
2048-49	16.7
2049-50	16.7
2050-51	16.7
2051-52	16.7
2052-53	16.7
2053-54	16.7
2054-55	16.7
2055-56	16.7
2056-57	16.7
2057-58	16.7
2058-59	16.7
2059-60	16.7
2060-61	16.7
2061-62	16.7
2062-63	16.7
2063-64	16.7
2064-65	16.7
2065-66	16.7
2066-67	16.7
2067-68	16.7
2068-69	16.7
2069-70	16.7
2070-71	16.7
2071-72	16.7
2072-73	16.7
2073-74	16.7
2074-75	16.7
2075-76	16.7
2076-77	16.7
2077-78	16.7
2078-79	16.7
2079-80	16.7
2080-81	16.7
2081-82	16.7
2082-83	16.7
2083-84	16.7
2084-85	16.7
2085-86	16.7
2086-87	16.7
2087-88	16.7
2088-89	16.7
2089-90	16.7
2090-91	16.7
2091-92	16.7
2092-93	16.7
2093-94	16.7
2094-95	16.7
2095-96	16.7
2096-97	16.7
2097-98	16.7
2098-99	16.7
2099-00	16.7
2100-01	16.7
2101-02	16.7
2102-03	16.7
2103-04	16.7
2104-05	16.7
2105-06	16.7
2106-07	16.7
2107-08	16.7
2108-09	16.7
2109-10	16.7
2110-11	16.7
2111-12	16.7
2112-13	16.7
2113-14	16.7
2114-15	16.7
2115-16	16.7
2116-17	16.7
2117-18	16.7
2118-19	16.7
2119-20	16.7
2120-21	16.7
2121-22	16.7
2122-23	16.7
2123-24	16.7
2124-25	16.7
2125-26	16.7
2126-27	16.7
2127-28	16.7
2128-29	16.7
2129-30	16.

4.3 9	4.4 9	5.5 10	5.6 10	5.4 10	4.9 9	4.6 8	4.9 9
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PAY SERVICES

PROGRAM	SPOTS	GROSS	NET	COST PER SPOT	RATING	VIEWERS IN MILLIONS	AVERAGE AUDIENCE	
							SHARE	AUDIENCE %
60 SECONDS	10	100	75	7.50	10	10	10	10
30 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75	7.50	10	10	10	10
5 SECONDS	10	100	75	7.50	10	10	10	10
3 SECONDS	10	100	75	7.50	10	10	10	10
15 SECONDS	10	100	75					

1.7 3	1.8 4	2.9 6	3.2 6	3.3 6	3.0 5	3.7 7	3.5 7
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 3, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.1	45.0	45.6	46.9	51.6	53.3	54.1	54.6	55.6	56.7	54.6	54.5	52.2	50.8	50.1	49.8	47.7	44.4

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ONCE A HERO → ← OHARA (PAE) → ← HOTEL (PAE) →

3,990					7,530					8,510								
4.5	4.4	*			4.7	*	8.5	7.9	*	9.1	*	9.6	9.3	*		9.9	*	
8	8	*			9	*	16	14	*	17	*	19	18	*		20	*	
4.5	4.3		4.5	4.8	7.7	8.2	9.0	9.2	9.2	9.5	9.8	9.9						

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MY SISTER SAM EVERYTHING'S RELATIVE ← LEG WORK (PAE) → ← WEST 57TH →

6,470				6,380		5,320				6,110								
7.3				7.2		6.0	5.4	*		6.6	*	6.9	6.8	*		6.9	*	
14				13		11	10	*		12	*	14	13	*		14	*	
7.1	7.4		7.4	6.9	5.5	5.3	6.6	6.5	6.9	6.7	6.9	6.8				6.8		

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %

FACTS OF LIFE 227 GOLDEN GIRLS AMEN ← HUNTER →

13,560				15,510		21,530		16,570		15,060								
15.3				17.5		24.3		18.7		17.0		16.6	*		17.4	*		
29				32		43		34		34		32	*		35	*		
13.9	16.8		16.8	18.2	23.9	24.8	19.1	18.3	16.5	16.7	17.2	17.6						

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.0				11.9		10.6		10.6		8.7		9.0		8.9		8.0		7.8
24				26		20		20		16		17		17		16		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6				3.0		2.5		2.4		2.2		2.4		2.1		1.8		1.7
6				6		5		4		4		4		4		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1				2.7		3.5		3.4		2.0		2.5		2.5		2.2		1.7
5				6		7		6		4		5		5		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1				7.5		7.3		7.3		6.1		6.8		6.8		5.5		3.9
18				16		14		13		11		12		13		11		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9				3.0		5.2		5.1		5.4		4.8		4.5		4.2		3.5
6				6		10		9		10		9		9		8		8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	38.9	36.8	34.1	32.0	28.6	26.2	22.7	20.6	18.0	16.0	13.8	12.4	10.8	10.1				

ABC TV

(1)

AVERAGE AUDIENCE { 1,330
 (Hhlds (000) & %)
 SHARE AUDIENCE % 1.5
 AVG. AUD. BY 1/4 HR % 1.5

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

← SAT NIGHT'S MAIN EVENT 12 →

AVERAGE AUDIENCE { 8,590
 (Hhlds (000) & %)
 SHARE AUDIENCE % 9.7 11.1 * 9.8 * 8.2 *
 30 30 * 30 * 30 *
 AVG. AUD. BY 1/4 HR % 11.3 10.9 10.0 9.5 8.6 7.8

INDEPENDENTS

AVERAGE AUDIENCE 7.8 7.0 6.1 5.7 4.5 3.4 2.6
 SHARE AUDIENCE % 21 21 22 26 26 26 25

SUPERSTATIONS

AVERAGE AUDIENCE 1.9 2.0 1.8 1.5 1.2 0.9 0.6 ^
 SHARE AUDIENCE % 5 6 7 7 7 7 6 ^

PBS

AVERAGE AUDIENCE 1.3 1.0 0.7 ^ 0.2 ^ 0.1 v 0.1 v 0.2 ^
 SHARE AUDIENCE % 3 3 3 ^ 1 ^ 1 v 1 v 2 ^

CABLE ORIG.

AVERAGE AUDIENCE 3.5 2.7 2.2 2.4 2.2 2.1 1.9
 SHARE AUDIENCE % 9 8 8 11 13 16 18

PAY SERVICES

AVERAGE AUDIENCE 3.5 3.7 3.3 2.9 2.5 2.2 1.9
 SHARE AUDIENCE % 9 11 12 13 15 17 18

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	54.4	56.4	58.8	61.0	63.5	65.0	66.4	67.4	67.4	67.0	66.2	65.9	63.4	61.5	59.5	57.5	50.9	45.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	←DISNEY SUNDAY MOVIE→ THE JOURNEY OF NATTY GANN, PT.1				←SPENSER: FOR HIRE→				←DOLLY (PAE)→				←BUCK JAMES (PAE)→					
	8,950				9,390				15,330				10,280					
	10.1	9.7 *		10.6 *	10.6	9.5 *		11.8 *	17.3	16.6 *		18.1 *	11.6	12.0 *		11.1 *		
	17	17 *		18 *	16	15 *		18 *	26	25 *		28 *	19	19 *		19 *		
	9.5	10.0	10.4	10.8	9.2	9.8	11.4	12.2	16.1	17.1	18.2	17.9	12.3	11.8	11.3	10.8		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)	←60 MINUTES→ (7:29-8:29)(PAE)				←MURDER, SHE WROTE (8:29-9:29)(PAE)				←CBS SUNDAY MOVIE MISTRESS (9:29-11:29)(PAE)								(2)
	18,340				20,200				15,510								3,370
	20.7			19.6 *	22.8			21.6 *	17.5			17.1 *	17.9 *	17.8 *		17.8 *	3.8
	34			33 *	34			32 *	29			26 *	28 *	30 *		30 *	10
13.4	18.5	18.7	20.4	22.7	20.8	21.1	22.0	24.6	17.7	17.1	17.1	18.2	17.6	17.8	17.8	18.2	4.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← OUR HOUSE →				FAMILY TIES		MY TWO DAD'S		← NBC SUNDAY NIGHT MOVIE THE CASE OF THE MURDERED MADAM							
10,990				18,520		16,390		16,040							
12.4	10.7 *		14.1 *	20.9		18.5		18.1	16.6 *		18.7 *		18.8 *		18.5
21	19 *		24 *	32		28		29	25 *		28 *		30 *		32
10.0	11.4	13.5	14.7	19.5	22.4	18.4	18.7	16.0	17.1	18.7	18.7	18.9	18.7	18.9	18.0

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.7		13.4		9.3		9.9		9.1		7.9		7.1		6.5		4.1
21		22		14		15		14		12		11		11		9

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.9		2.6		2.6		2.3		1.8		1.5		1.7		0.9
5		5		4		4		3		3		2		3		2

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.6		2.4		3.6		2.1		2.1		1.8		1.5		0.8
3		3		4		5		3		3		3		3		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3		3.8		3.3		4.1		4.0		3.6		4.1		3.5		2.6
8		6		5		6		6		5		7		6		5

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.2		3.5		3.2		4.8		5.5		5.7		4.4		3.9
6		5		5		5		7		8		9		8		8

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 2, GREEN BAY VS MINNESOTA, DALLAS VS NY JETS, (PAE), CBS, (MULTI SEGMENT)

(2) CBS SUNDAY NEWS-OSGOOD, (PAE), CBS, (11:29-11:44)

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.4, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.8	30.0	24.5	21.8	18.5	16.5	14.5	12.8	10.8	10.2	9.1	8.2	7.3	6.8				

ABC TV

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,130
SHARE AUDIENCE	%	11
AVG. AUD. BY 1/4 HR	%	2.4

CBS TV

(2)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	3.7

NBC TV

(3) (PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,420
SHARE AUDIENCE	%	1.6
AVG. AUD. BY 1/4 HR	%	1.6

INDEPENDENTS

AVERAGE AUDIENCE	4.1	3.6	2.8	2.1	1.8	1.3	1.1
SHARE AUDIENCE %	12	16	16	15	17	15	16

SUPERSTATIONS

AVERAGE AUDIENCE	1.1	1.1	1.1	0.9	0.9	0.5	0.4
SHARE AUDIENCE %	3	5	6	7	9	6	6

PBS

AVERAGE AUDIENCE	0.8	0.6	0.4	0.2	0.1	0.1	0.1
SHARE AUDIENCE %	2	3	2	1	1	1	1

CABLE ORIG.

AVERAGE AUDIENCE	2.7	2.3	2.0	1.6	1.1	1.0	0.7
SHARE AUDIENCE %	8	10	11	12	10	12	10

PAY SERVICES

AVERAGE AUDIENCE	3.8	3.7	2.7	2.3	1.7	1.4	1.2
SHARE AUDIENCE %	12	16	15	17	16	16	17

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN. ABC (11:30-11:45)
(2) CBS SUNDAY NEWS-OSGOOD, CBS (11:29-11:44)
(3) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.7	8.5	10.5	12.7	15.5	17.3	18.5	19.5	20.2	20.9	20.7	20.8	21.0	21.2	21.0	20.8	20.4	20.6

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
	1,200		1,900	3,860	4,020
	1.4		2.1	4.4	4.5
	16		16	22	22
	1.4		2.1	4.3	4.4
					4.6
					4.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	← MORNING PROGRAM →														\$25,000 PYRAMID
	830		1,580		1,750													2,730
	0.9		1.8		2.0		1.9 *			1.9 *			2.2 *					3.1
	10		11		10		10 *			9 *			11 *					15
	0.9	1.0	1.7	1.9	1.9	1.9	1.9	1.9	2.0	2.0	2.3							2.9
																		3.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)													SALE OF THE CENTURY
	1,630				4,200						4,360							2,600
	1.8				4.7						4.9							2.9
	20				24						24							14
	1.6	2.1			4.6	4.8					4.9	5.0						2.8
																		3.1

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		3.2		4.8		5.2		5.2		5.1		4.2		3.8		4.2
19		28		29		27		25		25		20		18		20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5	^	1.2		1.6		1.3		1.2		1.1		0.9		0.8		0.9
6	^	10		10		7		6		5		4		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<		0.1	v	0.3	^	0.6	^	0.6	^	0.8		1.1		1.0		0.9
<<		1	v	2	^	3	^	3	^	4		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.0		1.5		1.7		2.0		2.0		2.1		2.1		2.4
13		9		9		9		10		10		10		10		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	^	0.8		1.1		1.1		1.0		0.9		0.8		0.9		0.8
8	^	7		6		6		5		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-845A,ABC,(6:45-7:00)

For explanation of symbols, See page 8.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	27.4	28.1	28.8	29.5	29.6	31.5	33.0	34.6	35.4	37.3	38.4	40.6	45.8	48.0	49.2	50.7		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← GENERAL HOSPITAL →

6,950
7.8
28
7.8
7.8
7.7
7.8
8.0

ABC WORLD
NEWS TONIGHT

8,560
9.7
20
9.6
9.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← GUIDING LIGHT
(PAE) →

5,320
6.0
21
6.0
6.0
5.9
6.1
5.9

CBS EVENING
NEWS-RATHER

9,910
11.2
23
11.1
11.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← SANTA BARBARA →

4,060
4.6
16
4.4
4.5
4.5
4.7
4.8

NBC NIGHTLY
NEWS

8,910
10.1
21
9.9
10.2

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6
20
6.4
22
6.8
22
8.4
25
9.7
27
9.9
25
12.1
26
13.1
26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
6
1.9
7
2.1
7
2.4
7
2.2
6
2.1
5
2.2
5
2.8
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8
3
0.9
3
1.0
3
1.0
3
0.9
2
1.0
2
1.2
3
1.5
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1
11
3.1
11
3.7
12
4.0
12
4.2
11
4.4
11
3.9
8
4.3
9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
4
1.0
3
1.0
3
1.0
3
1.2
3
1.3
3
1.6
3
1.7
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.7	6.6	8.4	10.7	13.0	15.4	17.6	19.5	21.6	22.9	23.8	25.5	26.6	28.2	28.6	28.9	27.7	28.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS-HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
2,130	2,390	3,630	3,990	3,720	4,430	3,190
2.4	2.7	4.1	4.5	4.2	5.0	3.6
17	14	18	18	15	18	13
2.1	2.7	3.9	4.3	4.2	4.9	3.8
					5.1	3.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,590	2,840	3,370	3,370	4,700	3,540	3,100
1.8	3.2	3.8	3.8	5.3	4.0	3.5
13	17	17	15	19	14	13
1.9	1.8	3.7	4.0	5.0	4.0	3.5
				5.6	4.0	3.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
2,390	3,460	4,160	4,430	5,580	5,940	6,290
2.7	3.9	4.7	5.0	6.3	6.7	7.1
19	21	21	20	23	23	25
2.3	3.1	4.7	4.9	5.9	6.7	6.8
		4.1	5.1	6.6	6.7	7.4

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	3.2	4.2	4.8	5.0	5.7	5.6	6.3	6.8
34	34	30	26	22	23	20	22	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	1.1	1.3	1.5	1.4	1.6	1.4	1.6	1.8
10	12	9	8	6	6	5	6	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.4	0.6	0.8	0.7	0.8	1.1	1.3
2	2	3	3	4	3	3	4	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.1	1.5	2.2	3.1	3.5	3.8	4.2	4.1
11	12	11	12	14	14	14	15	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9	1.1	1.2	1.5	1.4	1.9	1.9	2.1	1.7
15	12	8	8	6	8	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.6	28.3	28.8	28.7	28.0	28.9	27.4	27.5	27.7	28.7	29.2	30.4	32.4	33.4	33.0	34.0	35.0	35.3

ABC TV

		BUGS BUNNY & TWEETY SHOW		ANIMAL CRACK-UPS		HEALTH SHOW	(1)								(2)		(3)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,370		3,100		1,510		1,060							1,770	3,190		
SHARE AUDIENCE %	%	3.8		3.5		1.7		1.2							2.0	3.6		2.9 *
AVG. AUD. BY 1/4 HR	%	13		12		6		4							6	9		8 *
	%	3.6	4.0	3.4	3.6	1.7	1.8	1.1	1.2						2.1	1.8	2.6	3.2

CBS TV

		TEEN WOLF		CBS STORYBREAK WHAT HAPPENED IN HAMLIN		KIDD VIDEO		AMERICA POLO CHP CADILLAC (MULTI SEGMENT)(PAE)							CBS COLLEGE FOOTBALL GAME MIAMI VS FSU (2:39-6:00)(PAE)			
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,280		2,220		1,860		1,240						5,140				
SHARE AUDIENCE %	%	3.7		2.5		2.1		1.4		1.5 *		1.4	* 5.8	4.0 *		5.2 *		5.5 *
AVG. AUD. BY 1/4 HR	%	13		9		8		5		5 *		5	* 16	12 *		15 *		16 *
	%	3.7	3.7	2.6	2.4	2.0	2.3	1.4	1.6	1.4	1.4	3.5	4.2	5.2	5.2	5.3	5.7	

NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING		(4)							NBC MAJOR LEAGUE BASEBALL TORONTO VS DETROIT NY METS VS ST LOUIS (MULTI SEGMENT)(PAE)			
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,430		2,750		2,130		3,540	6,290									
SHARE AUDIENCE %	%	5.0		3.1		2.4		4.0	7.1									
AVG. AUD. BY 1/4 HR	%	18		11		8		14	19									
	%	5.4	4.6	3.1	3.2	2.2	2.5	3.9	4.7	5.5	5.9	6.1	6.0 *	6.1	6.0 *	6.1	6.2	

INDEPENDENTS

AVERAGE AUDIENCE	7.6		7.0		7.9		8.7		9.0		8.8		8.9		9.0		9.5	
SHARE AUDIENCE %	27		24		28		32		32		30		27		27		27	

SUPERSTATIONS

AVERAGE AUDIENCE	2.0		1.8		1.9		2.3		2.3		2.2		1.9		1.4		1.6	
SHARE AUDIENCE %	7		6		7		8		8		7		6		4		5	

PBS

AVERAGE AUDIENCE	1.3		1.2		1.3		1.4		1.8		1.8		2.0		1.8		1.8	
SHARE AUDIENCE %	5		4		5		5		6		6		6		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.8		5.5		5.1		4.2		4.4		4.6		5.4		5.2		5.5	
SHARE AUDIENCE %	17		19		18		15		16		15		16		16		16	

PAY SERVICES

AVERAGE AUDIENCE	1.7		2.1		2.3		2.5		2.0		2.2		2.2		2.7		2.9	
SHARE AUDIENCE %	6		7		8		9		7		7		7		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC WEEKEND SPECIALS(B), THE VELVETEEN RABBIT (PAE), ABC, (1:00-1:30), (R)
 (2) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:21)
 (3) ABC COLLEGE FOOTBALL-GAME, OHIO ST VS ILL/UCLA VS STANFORD, (PAE), ABC, (3:21-6:56)
 (4) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:17)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	35.5	36.1	35.9	36.5	37.0	38.2	39.1	40.1	43.0	44.2	45.0	45.1						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

ABC COLLEGE FOOTBALL GAME OHIO ST VS ILLINOIS VS UCLA VS STANFORD (3:21-6:56)(PAE)													(PAE)				
	3.7	3.7	3.5	3.5	3.4	2.9	3.0	3.4	4.3	4.4	5.1						

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

CBS COLLEGE FOOTBALL GAME MIAMI VS FSU (2:39-6:00)(PAE)													CBS SAT. NEWS- SCHIEFFER				
	5.9	5.4	5.9	6.4	5.9	6.6	7.2	7.1					8,420				
													9.5				
													21				
													9.0			9.9	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

NBC MAJOR LEAGUE BASEBALL TORONTO VS DETROIT NY METS VS ST LOUIS (MULTI SEGMENT)(PAE)													(1)				
	6.9	7.4	7.1	7.1	7.8	7.3	7.5	7.8	8.6	8.6	6.4	6.6	5,760				
													6.5				
													14				
													20				

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.0		9.6		9.9		10.5		11.6		12.4	
25		27		26		27		27		28	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.4		1.6		2.2		2.5		2.6	
3		4		4		6		6		6	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.7		1.8		2.2		2.2		1.9	
5		5		5		6		5		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		6.9		6.3		6.2		7.6		8.3	
18		19		17		16		17		18	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.5		3.1		2.7		2.3		2.5	
8		7		8		7		5		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBC NIGHTLY NEWS-SAT., (PAE), NBC, (6:38-7:00)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.4	6.2	7.1	8.7	10.9	13.5	15.6	17.7	20.9	22.6	24.4	25.5	25.7	26.1	25.7	27.2	27.6	28.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

1,420

1.6

6

1.6 1.6

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION**CBS TV**

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

3,720

4.2

17

3.5

3.7

16

3.9

*

*

4.1

4.3

17

4.5

*

*

4.6

4.5

17

4.4

2,390

2.7

9

2.6 2.7

SUNDAY TODAY

MEET THE PRESS

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

1,240

1.4

8

1.0

1.1

8

1.2

*

*

1.3

1.5

9

1.6

*

*

1.8

1.8

8

1.7

*

*

1.6

1,420

1.6

6

1.6

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6
282.3
293.5
295.6
346.9
328.1
338.6
339.4
3510.0
36**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2
3 ^0.4
5 ^0.9
71.4
81.6
71.9
82.1
82.5
92.8
10**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1
2 v0.2
3 ^0.8
71.1
71.5
72.1
81.5
61.5
61.6
6**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
191.7
222.6
213.4
204.4
204.7
195.0
194.9
185.2
19**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9
161.0
131.5
121.8
112.1
102.5
102.9
112.9
112.6
9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.4	28.7	29.4	31.1	32.5	34.2	34.9	35.3	35.5	36.3	35.9	36.5	37.5	38.5	38.5	39.1	39.6	40.2

←THIS WEEK-DAVID BRINKLEY→

(1)

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 2,840
3.2 2.9 * 3.5 *
% 11 10 * 11 *
% 2.9 2.8 3.4 3.6

4,960
5.6 3.4 * 4.6 *
14 9 * 12 *
3.0 3.8 4.3 4.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6,290
7.1 12.2 11.2 * 12.3 *
% 22 32 32 * 34 *
% 6.5 7.6 10.8 11.6 11.9 12.6 13.1 12.5 12.4 12.4 12.7 12.3 12.2 12.4

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 3,540
4.0 9.0 7.1 * 8.7 *
% 12 24 20 * 24 *
% 3.8 4.3 6.4 7.6 8.5 9.0 8.5 8.8 8.2 9.3 9.5 9.4 9.3 9.8

NFL LIVE

NFL SINGLE
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**INDEPENDENTS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.7 9.2 9.6 8.1 8.6 8.9 10.1 9.8 9.7
34 30 29 23 24 25 27 25 24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0 3.1 2.9 2.3 2.6 2.5 2.8 2.6 2.4
10 10 9 7 7 7 7 7 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8 1.5 1.5 1.4 1.1 1.1 1.2 1.4 1.5
6 5 4 4 3 3 3 4 4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1 6.0 5.4 5.1 4.8 5.1 5.6 5.8 6.0
18 20 16 15 13 14 15 15 15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5 3.0 2.8 3.0 2.8 2.3 2.2 2.3 2.3
9 10 8 9 8 6 6 6 6

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC SUNDAY AFTERNOON BSBL, DET TIGERS V TORONTO BLUE JAYS, ABC, (3:00-6:00), (S)

For explanation of symbols, See page B.

DAY SUN. OCT. 4, 1987

DATE: JUN. 001.4, 1964														
TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	40.3	41.0	41.5	41.1	41.8	42.5	43.0	43.6	45.4	46.2	47.1	48.3		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

[illegible]

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

[illegible]

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(2)							NBC NIGHTLY NEWS-SUN
							4,780
	9.6 *						5.4
	24 *						11
9.7	4.5						5.3 5.6

INDEPENDENTS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.1
1991-1992	1.1
1992-1993	1.1
1993-1994	1.1
1994-1995	1.1
1995-1996	1.1
1996-1997	1.1
1997-1998	1.1
1998-1999	1.1
1999-2000	1.1
2000-2001	1.1
2001-2002	1.1
2002-2003	1.1
2003-2004	1.1
2004-2005	1.1
2005-2006	1.1
2006-2007	1.1
2007-2008	1.1
2008-2009	1.1
2009-2010	1.1
2010-2011	1.1
2011-2012	1.1
2012-2013	1.1
2013-2014	1.1
2014-2015	1.1
2015-2016	1.1
2016-2017	1.1
2017-2018	1.1
2018-2019	1.1
2019-2020	1.1
2020-2021	1.1
2021-2022	1.1
2022-2023	1.1
2023-2024	1.1
2024-2025	1.1
2025-2026	1.1
2026-2027	1.1
2027-2028	1.1
2028-2029	1.1
2029-2030	1.1
2030-2031	1.1
2031-2032	1.1
2032-2033	1.1
2033-2034	1.1
2034-2035	1.1
2035-2036	1.1
2036-2037	1.1
2037-2038	1.1
2038-2039	1.1
2039-2040	1.1
2040-2041	1.1
2041-2042	1.1
2042-2043	1.1
2043-2044	1.1
2044-2045	1.1
2045-2046	1.1
2046-2047	1.1
2047-2048	1.1
2048-2049	1.1
2049-2050	1.1
2050-2051	1.1
2051-2052	1.1
2052-2053	1.1
2053-2054	1.1
2054-2055	1.1
2055-2056	1.1
2056-2057	1.1
2057-2058	1.1
2058-2059	1.1
2059-2060	1.1
2060-2061	1.1
2061-2062	1.1
2062-2063	1.1
2063-2064	1.1
2064-2065	1.1
2065-2066	1.1
2066-2067	1.1
2067-2068	1.1
2068-2069	1.1
2069-2070	1.1
2070-2071	1.1
2071-2072	1.1
2072-2073	1.1
2073-2074	1.1
2074-2075	1.1
2075-2076	1.1
2076-2077	1.1
2077-2078	1.1
2078-2079	1.1
2079-2080	1.1
2080-2081	1.1
2081-2082	1.1
2082-2083	1.1
2083-2084	1.1
2084-2085	1.1
2085-2086	1.1
2086-2087	1.1
2087-2088	1.1
2088-2089	1.1
2089-2090	1.1
2090-2091	1.1
2091-2092	1.1
2092-2093	1.1
2093-2094	1.1
2094-2095	1.1
2095-2096	1.1
2096-2097	1.1
2097-2098	1.1
2098-2099	1.1
2099-2100	1.1
2100-2101	1.1
2101-2102	1.1
2102-2103	1.1
2103-2104	1.1
2104-2105	1.1
2105-2106	1.1
2106-2107	1.1
2107-2108	1.1
2108-2109	1.1
2109-2110	1.1
2110-2111	1.1
2111-2112	1.1
2112-2113	1.1
2113-2114	1.1
2114-2115	1.1
2115-2116	1.1
2116-2117	1.1
2117-2118	1.1
2118-2119	1.1
2119-2120	1.1
2120-2121	1.1

9.4 23	9.8 24	9.6 23	10.1 23	10.2 22	10.7 22
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SUPERSTATIONS

PROGRAM	DATE	TIME	VIEWERS*	RANK	THURSDAY	FRI	SAT	SUN	TOTAL	RANK	AVERAGE AUDIENCE		SHARE AUDIENCE %		
											THURSDAY	FRI	SAT	SUN	THURSDAY
1	20	8-9	1,019,000	1	1,019,000	1,019,000	1,019,000	1,019,000	4,076,000	1	1,019,000	1,019,000	1,019,000	1,019,000	1,019,000
2	20	9-10	819,000	2	819,000	819,000	819,000	819,000	3,276,000	2	819,000	819,000	819,000	819,000	
3	20	10-11	719,000	3	719,000	719,000	719,000	719,000	2,876,000	3	719,000	719,000	719,000	719,000	
4	20	11-12	619,000	4	619,000	619,000	619,000	619,000	2,476,000	4	619,000	619,000	619,000	619,000	
5	20	12-1	519,000	5	519,000	519,000	519,000	519,000	2,076,000	5	519,000	519,000	519,000	519,000	
6	20	1-2	419,000	6	419,000	419,000	419,000	419,000	1,676,000	6	419,000	419,000	419,000	419,000	
7	20	2-3	319,000	7	319,000	319,000	319,000	319,000	1,276,000	7	319,000	319,000	319,000	319,000	
8	20	3-4	219,000	8	219,000	219,000	219,000	219,000	876,000	8	219,000	219,000	219,000	219,000	
9	20	4-5	119,000	9	119,000	119,000	119,000	119,000	476,000	9	119,000	119,000	119,000	119,000	
10	20	5-6	119,000	10	119,000	119,000	119,000	119,000	476,000	10	119,000	119,000	119,000	119,000	
11	20	6-7	119,000	11	119,000	119,000	119,000	119,000	476,000	11	119,000	119,000	119,000	119,000	
12	20	7-8	119,000	12	119,000	119,000	119,000	119,000	476,000	12	119,000	119,000	119,000	119,000	
13	20	8-9	119,000	13	119,000	119,000	119,000	119,000	476,000	13	119,000	119,000	119,000	119,000	
14	20	9-10	119,000	14	119,000	119,000	119,000	119,000	476,000	14	119,000	119,000	119,000	119,000	
15	20	10-11	119,000	15	119,000	119,000	119,000	119,000	476,000	15	119,000	119,000	119,000	119,000	
16	20	11-12	119,000	16	119,000	119,000	119,000	119,000	476,000	16	119,000	119,000	119,000	119,000	
17	20	12-1	119,000	17	119,000	119,000	119,000	119,000	476,000	17	119,000	119,000	119,000	119,000	
18	20	1-2	119,000	18	119,000	119,000	119,000	119,000	476,000	18	119,000	119,000	119,000	119,000	
19	20	2-3	119,000	19	119,000	119,000	119,000	119,000	476,000	19	119,000	119,000	119,000	119,000	
20	20	3-4	119,000	20	119,000	119,000	119,000	119,000	476,000	20	119,000	119,000	119,000	119,000	
21	20	4-5	119,000	21	119,000	119,000	119,000	119,000	476,000	21	119,000	119,000	119,000	119,000	
22	20	5-6	119,000	22	119,000	119,000	119,000								

2.1 5	2.1 5	1.6 4	1.7 4	2.2 5	2.4 5
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PBS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1960-1961	1.0
1961-1962	1.0
1962-1963	1.0
1963-1964	1.0
1964-1965	1.0
1965-1966	1.0
1966-1967	1.0
1967-1968	1.0
1968-1969	1.0
1969-1970	1.0
1970-1971	1.0
1971-1972	1.0
1972-1973	1.0
1973-1974	1.0
1974-1975	1.0
1975-1976	1.0
1976-1977	1.0
1977-1978	1.0
1978-1979	1.0
1979-1980	1.0
1980-1981	1.0
1981-1982	1.0
1982-1983	1.0
1983-1984	1.0
1984-1985	1.0
1985-1986	1.0
1986-1987	1.0
1987-1988	1.0
1988-1989	1.0
1989-1990	1.0
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0

1.8 4	2.0 5	1.8 4	1.7 4	1.3 3	1.3 3
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	100	100
2	100	100
3	100	100
4	100	100
5	100	100
6	100	100
7	100	100
8	100	100
9	100	100
10	100	100
11	100	100
12	100	100
13	100	100
14	100	100
15	100	100
16	100	100
17	100	100
18	100	100
19	100	100
20	100	100
21	100	100
22	100	100
23	100	100
24	100	100
25	100	100
26	100	100
27	100	100
28	100	100
29	100	100
30	100	100
31	100	100
32	100	100
33	100	100
34	100	100
35	100	100
36	100	100
37	100	100
38	100	100
39	100	100
40	100	100
41	100	100
42	100	100
43	100	100
44	100	100
45	100	100
46	100	100
47	100	100
48	100	100
49	100	100
50	100	100
51	100	100
52	100	100
53	100	100
54	100	100
55	100	100
56	100	100
57	100	100
58	100	100
59	100	100
60	100	100
61	100	100
62	100	100
63	100	100
64	100	100
65	100	100
66	100	100
67	100	100
68	100	100
69	100	100
70	100	100
71	100	100
72	100	100
73	100	100
74	100	100
75	100	100
76	100	100
77	100	100
78	100	100
79	100	100
80	100	100
81	100	100
82	100	100
83	100	100
84	100	100
85	100	100
86	100	100
87	100	100
88	100	100
89	100	100
90	100	100
91	100	100
92	100	100
93	100	100
94	100	100
95	100	100
96	100	100
97	100	100
98	100	100
99	100	100
100	100	100

5.1 13	5.3 13	5.1 12	5.4 12	4.8 10	4.2 9
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PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8 7	2.7 7	2.9 7	2.7 6	3.3 7	2.9 6
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U.S. TV HOUSEHOLDS: 88,600,000

(2) NFL SINGLE, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page 6.